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Understanding Green Purchasing Behavior Through Environmental Attitude: An Empirical Study on Innisfree Consumers

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Abstract

Lately, consumers are increasingly aware of their purchase behaviors in modern times. They are cognizant of the fact that their consumption habits may have a detrimental effect on environmental sustainability. Marketers have made numerous efforts to develop environmentally friendly products for their customers. This, however, results in a boomerang effect, where customers develop a negative attitude towards the process and label it as greenwashing. Aimed to fill in the knowledge and research object gaps regarding this issue, specifically in Medan, this research assessed how environmental attitude toward green purchasing behavior is influenced by numerous antecedents, including interpersonal influence, altruism, and environmental knowledge. Structural Equation Modelling analysis is employed to assess the relationship between variables. This research indicates that altruism and environmental knowledge have a positive effect on environmental attitude, and that environmental attitude has a positive effect on green purchasing behavior. However, interpersonal influence has a negative effect on environmental attitudes. This shows that marketers should consider these variables when developing an effective campaign capable of eliciting a positive attitude about the environment among the population.

Keywords: Green Marketing; Green Purchasing Behavior; Interpersonal Influence; Altruism; Environmental Knowledge; Environmental Attitude.

I. INTRODUCTION

Numerous environmental concerns and conservation difficulties have risen to prominence as one of the most contentious issues in the global community. These issues will continue to pose a threat to the human environment in the future [1]. As this threat continues to grow, numerous movements and campaigns have been launched to educate the public on the high importance of environmental protection [2]. The movement has received a positive response from consumers,

who are increasingly conscious of the importance of environmentally friendly product consumption and are willing to pay more for products that adhere to environmentally friendly standards [3], [4]. This also explains why some businesses are beginning to take appropriate action in response to consumer demand for environmentally friendly products.

Certain businesses have implemented a green marketing strategy, and one such company is Innisfree, which does so through environmentally friendly campaigns. Innisfree's campaign in Indonesia takes the form of bottle recycling, which embodies the brand's core value of environmental responsibility. Not content with maximizing business profitability, Innisfree is committed to environmental sustainability by taking action to address observed global warming and addressing the Sustainable Development Goals (SDGs) related to climate action. The primary goal of this initiative is to limit the number of plastic bottles generated by exchanging them for new products as a form of environmental protection. This is considered to incorporate parts of green marketing to raise customer awareness about the need for environmental protection by emphasizing the benefits to both the consumer and the environment and boosting consumer understanding of the sensitivity of environmental issues [5].

In Indonesia alone, Euromonitor International reports that marketing skincare and cosmetic products has become society’s primary focus in recent years. This claim is complemented by data from the Ministry of Industry, which indicates that the industry is growing at a rate of 20% [1]. This increase in skincare products is seen in women who prefer natural products and men who go for reputable brands [2]. Additionally, Innisfree has seen a 50-70% increase in sales over the previous three years, with skincare contributing 60% of sales and makeup contributing 40% [3]. This percentage is actually the greatest when compared to neighboring Southeast Asian countries. Additionally, Innisfree ranks first as the most popular brand in Indonesia, followed by Laneige, Nature Republic, and other local beauty brands like Wardah, Emina, and Purbasari [4].

With significant growth in sales and brand popularity, Innisfree's implementation of green marketing since 2003 has been successful and delivers a positive brand image in the eyes of consumers as evidence of the brand's continued commitment to its core values. Furthermore, a good brand image can boost an individual's interpersonal influence over a purchase [6]. As a result of these findings, numerous businesses have contributed to improving their brand's image, reputation, and product image through eco literacy education or environmental knowledge [7]. Consumers who are exposed to this information typically exhibit a high level of altruism [8]. This is because consumers seek environmentally friendly products. After all, people are concerned about the state of the environment due to their prior educational experience.

To fully understand green purchasing behavior—particularly among Innisfree consumers, marketers must first recognize the importance of environmental attitudes shaped by perceptions of environmental protection activities. Numerous researchers have investigated the relationship between environmental awareness and green purchasing behaviors. However, there has been

no evidence of a more direct relationship between the attitude component and green purchasing behaviors in recent years. Several antecedents, such as interpersonal influence, altruism, and environmental knowledge, influence green purchasing behavior through environmental attitudes [9–13]. The majority of research on green purchasing behavior has been conducted in developed western countries, and factors such as interpersonal influence, environmental concern, altruism, skepticism, perceived environmental responsibility, environmental knowledge, and environmental attitude have all been found to be significant in explaining green purchasing behavior [14]. However, research on green consumer behaviors in Asian countries is still limited [15].

Apart from the statements mentioned, previous research has had a limitation. It is found that it does not have object research, but it explains that consumers' environmental attitudes positively affect green purchasing behavior [16]. Thus, it becomes the urgency to address the research gap on green purchasing behavior through environmental attitudes. Given that the previous research lacked a research object, this research narrows the research object by focusing exclusively on Innisfree Medan consumers. Innisfree was chosen based on the trend of environmentally conscious beauty product businesses utilizing the concept of green marketing to pique consumer interest. Additionally, the study's conclusions give empirical research and managerial implications for marketers in Medan interested in optimizing their green marketing strategies.

II. THEORETICAL REVIEW

1. Green Purchasing Behavior

Green purchasing behavior is an action that refers to the purchase of environmentally friendly products by avoiding products that have the potential to harm the environment by taking into consideration factors such as quality and price for purchasing criteria [17]–[20]. Consumers are now attempting to contribute to the resolution of environmental problems through their personal purchasing behavior. Repurchasing, customer purchasing attitude, and loyalty can all be used to analyze green purchasing behavior.

2. Environmental Attitude

Environmental attitude is a component of a person's level of commitment to and support for the environment, which is generated by one's belief in the environmental problems currently facing the world [21], [22]. Individuals with an environmental attitude will eventually take action to protect the environment by purchasing environmentally friendly products. Additionally, it is dependent on individual perceptions, which can result in an emotional inclination to agree or disagree with particular environmental objects. Thus, environmental attitudes can be measured through cognitive judgments about environmental protection, the purchase of environmentally friendly products, and participation in environmental activities.

3. Interpersonal Influence

Interpersonal influence is a type of socio-spatial influence that is formed by the act of persuading, convincing, or influencing people to achieve a desired result [13], [23]. Since it is associated with socio-spatial, interpersonal influence can play an important role in molding consumer behavior, particularly when it comes to sophisticated purchases, highly visible brands, and situations where group influence is prominent. Interpersonal influence can be measured using normative and informative measures.

4. Altruism

Altruism is a part of pro-environmental individual behavior that is driven by a desire to assist others other than oneself without expecting anything in return [24]–[26]. Altruism is also considered as a significant predictor of environmental conservation. Some properties that assess altruism include empathy, volunteering, generosity, and low egocentrism.

5. Environmental Knowledge

Environmental knowledge is associated to the environment itself. Environmental knowledge also includes individual perceptions of things and items present in the environment, with the goal of increasing awareness of environmental issues and comprehension of the important relationships that result in the environmental effects [22], [27], [28]. This antecedent explores how a person's understanding of environmental issues can influence their purchasing behaviors. Some properties that assess environmental knowledge are ecology, environmental science, and environmental issues.

6. Interpersonal Influence and Environmental Attitude

Interpersonal influence is thought to be capable of fostering and motivating trust in human attitudes and behaviors [5]. Consumers typically learn about environmentally friendly products through family and friends [11]. Because information obtained from family and friends influences an individual's interpersonal toward environmental attitude, this is consistent with prior research stating that there is a positive influence between interpersonal influence and environmental attitude [16], [23], [29]–[31].

H_1: Interpersonal influence affects environmental attitude of Innisfree's Medan customers

7. Altruism and Environmental Attitude

Altruism is a significant predictor of environmental preservation since it is regarded as a component of environmental attributes; therefore, altruism can be characterized as a state in which consumers act for the benefit of others without expecting anything in return [24]. By and large, people who value altruism have a positive attitude toward the environment [8]. In conclusion, altruism positively influence environmental attitude as demonstrated by prior literature [16], [29], [32].

H_2: Altruism affects environmental attitude of Innisfree's Medan customers

8. Environmental Knowledge and Environmental Attitude

Environmental knowledge is an information on consumers' ownership of environmental knowledge that may be used to assess green consumer behavior and provide action measures [11]. Environmental knowledge is critical in affecting a person's attitude or behavior in a variety of ways. Earlier research has sought to decipher the behavioral pattern underlying the link between environmental knowledge and environmental attitudes [33]. This is also consistent with prior research indicating that environmental knowledge has a positive influence on environmental attitudes [16], [33]–[35].

H_3: Environmental knowledge affects environmental attitude of Innisfree's Medan customers

9. Environmental Attitude and Green Purchasing Behavior

Environmental attitude is an individual's cognitive defense mechanism against environmental degradation [36]. This is caused by the attitude toward environmental concern which is based on a person's philosophy, in which he or she views themselves as the most vital component of the natural environment [37]. There is a theory in the area of consumer attitudes that states that individuals act in ways that are consistent with their attitudes. However, within the context of consumerism, the results are mixed and less convincing. Regardless of contradictory results produced, researchers stated that environmental attitudes are the most consistent indicator of a consumer's willingness to purchase environmentally friendly products [38]. This also correlates with a number of literature that demonstrate that those who have a positive attitude toward the environment are more likely to participate in the purchase and consumption of environmentally friendly products [16], [30], [39].

H_4: Environmental attitude affects green purchasing behavior of Innisfree's Medan customers

On the basis of the preceding discussions, the following research model is proposed:

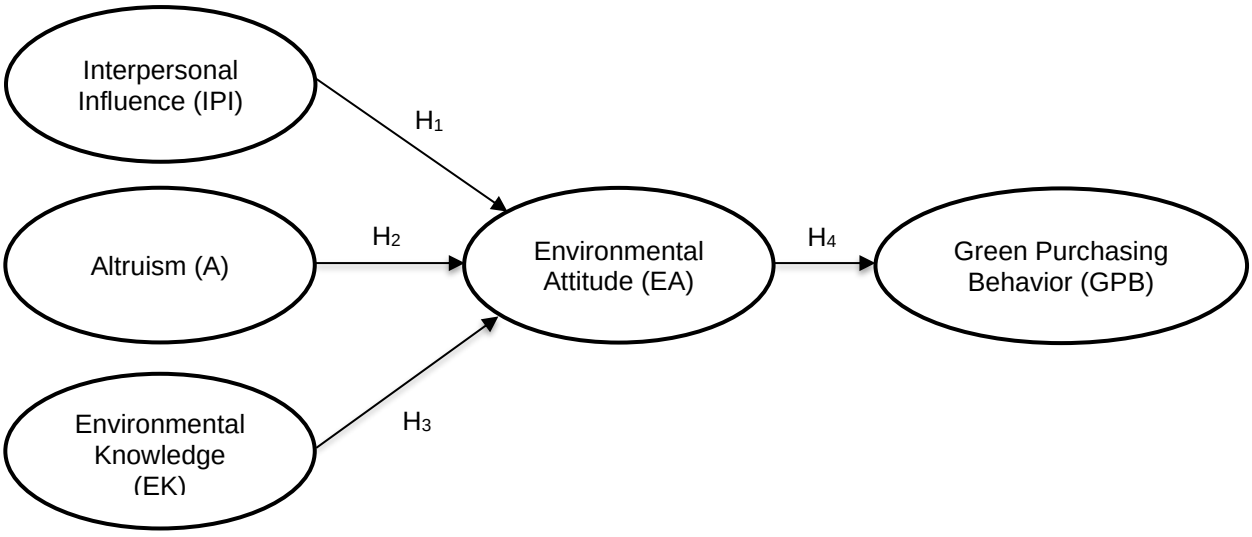

Figure 1. Research Model

III. RESEARCH METHODS

This research examined the purchasing behavior of Innisfree Medan's customers with regards to environmentally friendly products. The target population is Innisfree consumers (i.e. those who have previously purchased and used Innisfree products from any outlets in Medan) between the ages of 18-60 years and reside in Medan. However, given the fact that the population's exact size is unknown, non-probability sampling, particularly purposive sampling, is used.

The rule of thumb proposed by Ferdinand is to include a sample size of five or ten times the number of items scaled used to measure a variable. In this research, a 23-item scale was utilized to assess the five variables (interpersonal influence, altruism, environmental knowledge, environmental attitude, and green purchasing behavior). Thus, the minimal sample size required to obtain acceptable results is 115-230 samples with calculations of 23x5 or 23x10. The final sample size used in this research was 230 samples.

The primary data for this study were gathered using a 23-question questionnaire distributed online via Google form. On the other hand, secondary data is gathered and used from a variety of publications accessible through the internet, websites, journals, and even research-related to literature. In accordance with the context of purposive sampling, there are criteria needed when distributing online questionnaires to individuals who meet the criteria set by the researcher, namely: (1) male or female, (2) aged between 18-60 years, (3) domiciled in Medan, (4) have purchased and used Innisfree products at any outlet within the reach of Medan's location. Before being distributed, the questionnaire was pre-tested on 30 respondents to ensure its validity and reliability.

In this research, the validity test was carried out using the Pearson correlation formula. Furthermore, the reliability of the instrument is tested by using the Cronbach Alpha. Both of these tests were analyzed by using SPSS 26 software. Following that, the researcher used Structural Equation Modelling (SEM) with the help of SmartPLS 3.0 software to identify valid and invalid indicators, assessing model measurement, and validating as well as establishing the reliability of latent constructs. The researcher will then examine and test the structural model's significance in order to determine the effect of the construct or variable between exogeneous variables (i.e., interpersonal influence, altruism, environmental knowledge) and endogenous variables (i.e., environmental attitude, green purchasing behavior). There are two major components of SEM-

PLS data analysis which must be tested, namely structural measurement (inner model) and external measurement (outer model) [40].

Numerous tests must be performed prior to proceeding to the inner model analysis stage. The first step is the outer model, which includes convergent validity, discriminant validity, composite reliability, Cronbach alpha, and Average Variance Extracted (AVE). In other words, the outer model verifies the variable's validity and reliability by serving as an explanation of the relationship between each indicator associated with the variable. Starting point with convergent validity, which can be assessed in two stages, namely the outer loading and Average Variance Extracted (AVE). Each tested indicator is considered valid if the outer loading value is larger than 0.7 and the AVE value is larger than 0.5. Next, proceed to discriminant validity, which can be assessed using Heterotrait-Monotrait (HTMT), as Fornell-Larcker Criterion is deemed inadequate for explaining discriminant validity. The expected value is expected to be below 0.85. After passing various validity tests, the next step is the reliability test, which is evaluated using composite reliability and Cronbach Alpha. Composite reliability is employed since the parameter approach's assumption is stated to be more precise. Both reliability tests should have a value greater than 0.7 in order to be considered reliable. Additions are made to establish the relationship between indicators in order to avoid multicollinearity. This can be seen in the outer Variance Inflation Factor (VIF) and the inner Variance Inflation Factor (VIF), both of which are expected to show a smaller value below 3.3 to be considered bias-free.

After the outer model test has been completed, the inner model analysis is performed to determine the relationship between the constructs. There are several types of evaluation material that can be used, beginning with R-square (R^2), predictive relevance (Q^2), and effect size (f^2). Starting with R-square on endogenous constructs (i.e., environmental attitude, green purchasing behavior), which has three value criteria: 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Hair et al., 2017). Then move on to the Stone-Geisser test (Q^2), interpreting the results as 0.02 (small), 0.15 (moderate), and 0.35 (big). Following the two tests, the final step is to determine the model's goodness using the effect size (f^2); the same interpretation value is used for Q^2.

IV. FINDINGS AND RESULTS

External Model Analysis (Outer Model)

a. Convergent Validity Test

Convergent validity is determined by the outer loading and the Average Variance Extracted (AVE) value. All 23-item scale questions are declared valid since they met the requirements established with the assistance of SmartPLS 3.0, as indicated in the following table:

Table 1. Convergent Validity Test Results

Constructs	Item Code	Outer Loading	AVE	Results
Interpersonal Influence (IPI)	IPI1	0.841	0.665	VALID
	IPI2	0.683		VALID
	IPI3	0.854		VALID
	IPI4	0.893		VALID
	IPI5	0.791		VALID
Altruism (A)	A1	0.737	0.665	VALID
	A2	0.798		VALID
	A3	0.895		VALID
	A4	0.823		VALID
Environmental Knowledge (EK)	EK1	0.816	0.635	VALID
	EK2	0.879		VALID
	EK3	0.798		VALID
	EK4	0.826		VALID
	EK5	0.647		VALID
Environmental Attitude (EA)	EA1	0.757	0.662	VALID
	EA2	0.785		VALID
	EA3	0.855		VALID
	EA4	0.853		VALID
Green Purchasing Behavior (GPB)	GPB1	0.801	0.655	VALID
	GPB2	0.810		VALID
	GPB3	0.769		VALID
	GPB4	0.847		VALID
	GPB5	0.819		VALID

b. Discriminant Validity Test

Discriminant validity is determined by the Fornell-Larcker Criterion and Heterotrait-Monotrait (HTMT). All five constructs are declared valid since they met the requirements established with the assistance of SmartPLS 3.0, as indicated in the following table:

Table 2. Fornell-Larcker Criterion Results

	A	EA	EK	GPB	IPI
Altruism (A)	**0.815**				
Environmental Attitude (EA)	0.579	**0.813**			
Environmental Knowledge (EK)	0.402	0.514	**0.797**		
Green Purchasing Behavior (GPB)	0.452	0.571	0.394	**0.810**	
Interpersonal Influence (IPI)	0.455	0.407	0.421	0.395	**0.816**

Table 3. Heterotrait-Monotrait (HTMT) Results

	A	EA	EK	GPB	IPI
Altruism (A)					
Environmental Attitude (EA)	**0.675**				
Environmental Knowledge (EK)	0.453	**0.579**			
Green Purchasing Behavior (GPB)	0.534	0.673	**0.442**		
Interpersonal Influence (IPI)	0.531	0.473	0.463	**0.449**	

c. Construct Reliability Test

Construct reliability test is determined by Cronbach Alpha and composite reliability. All five constructs are declared reliable since they met the requirements established with the assistance of SmartPLS 3.0, as indicated in the following table:

Table 4. Construct Reliability Test Results

Constructs	Cronbach's Alpha	Composite Reliability	Conclusion
Interpersonal Influence (IPI)	0.872	0.908	**RELIABLE**
Altruism (A)	0.833	0.888	**RELIABLE**

Environmental Knowledge (EK)	0.858	0.896	**RELIABLE**
Environmental Attitude (EA)	0.828	0.886	**RELIABLE**
Green Purchasing Behavior (GPB)	0.868	0.905	**RELIABLE**

d. Collinearity Test

Collinearity test is determined by the outer and inner VIF values. Both constructs and indicators are declared bias-free since they met the requirements established with the assistance of SmartPLS 3.0, as indicated in the following table:

Table 5. Outer VIF Results

Constructs	Item Code	Variance Inflation Factor (VIF)
Interpersonal Influence (IPI)	IPI1	**2.279**
	IPI2	**1.379**
	IPI3	**2.368**
	IPI4	**3.517**
	IPI5	**2.372**
Altruism (A)	A1	**1.622**
	A2	**1.598**
	A3	**2.766**
	A4	**2.335**
Environmental Knowledge (EK)	EK1	**2.075**
	EK2	**2.692**
	EK3	**1.747**
	EK4	**2.007**
	EK5	**1.510**

Environmental Attitude (EA)	EA1	1.531
	EA2	1.605
	EA3	2.406
	EA4	2.413
Green Purchasing Behavior (GPB)	GPB1	2.112
	GPB2	2.379
	GPB3	1.835
	GPB4	2.414
	GPB5	2.178

Table 6. Inner VIF Results

	A	EA	EK	GPB	IPI
Altruism (A)		1.352			
Environmental Attitude (EA)				1.000	
Environmental Knowledge (EK)		1.304			
Green Purchasing Behavior (GPB)					
Interpersonal Influence (IPI)		1.379			

According to the VIF value in the table above, there is no VIF value > 5, indicating that there is no concern with multicollinearity. This is supported by the fact that there is little correlation between independent variables, as illustrated in the table below:

Table 7. Latent Variables Correlation

	A	EA	EK	GPB	IPI
Altruism (A)		0.579	0.402	0.452	0.455
Environmental Attitude (EA)	0.579		0.514	0.571	0.407
Environmental Knowledge (EK)	0.402	0.514		0.394	0.421
Green Purchasing Behavior (GPB)	0.452	0.571	0.394		0.395
Interpersonal Influence (IPI)	0.455	0.407	0.421	0.395	

Structural Model Analysis (Inner Model)

a. Coefficient of Determination (R^2)

The amount to which the independent variable explains the dependent variable can be predicted using the SmartPLS 3.0 program. This is accomplished by examining the R_2 value for Environmental Attitude (EA) and Green Purchasing Behavior (GPB), which are shown as shown below:

Table 8. Coefficient of Determination Test Results

Constructs	R-square	R-square Adjusted
Environmental Attitude (EA)	0.435	**0.428**
Green Purchasing Behavior (GPB)	0.327	**0.324**

b. Predictive Relevance (Q^2)

Predictive Relevance, also known as the Stone-Geisser test, is used to determine the predictive capability by using the blindfolding procedure. With the help of the SmartPLS 3.0 software, the following are the results obtained:

Table 9. Stone-Geisser Test Results

Constructs	SSO	SSE	Q^2 (=1-SSE/SSO)
Altruism (A)	920.000	920.000	
Environmental Attitude (EA)	920.000	674.172	**0.267**
Environmental Knowledge (EK)	1150.000	1150.000	
Green Purchasing Behavior (GPB)	1150.000	911.057	**0.208**
Interpersonal Influence (IPI)	1150.000	1150.000	

Note: SSO=The sum of the squared observation; SSE= The sum of squared prediction errors

c. Effect Size (f^2)

The final stage of the entire series of tests is to determine the model's goodness. The following table illustrates the outcome of the effect size calculation using the SmartPLS 3.0 software:

Table 10. Effect Size Test Results

Constructs	A	EA	EK	GPB	IPI
Altruism (A)		0.225			
Environmental Attitude (EA)				0.485	
Environmental Knowledge (EK)		0.131			
Green Purchasing Behavior (GPB)					
Interpersonal Influence (IPI)		0.010			

Hypothesis Testing

In this hypothesis testing, two values can be evaluated to determine whether the proposed hypothesis should be accepted or rejected, which can be seen through the value of t counted (t statistics), while the other is the value of significance (p values), as compiled in Table 11 below:

Table 11. Path Coefficient Results

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values (Sig.)	Results
IPI → EA	0.087	0.067	1.310	0.191	Rejected
A → EA	0.415	0.058	7.104	0.000	Accepted
EK → EA	0.311	0.055	5.685	0.000	Accepted
EA → GPB	0.571	0.061	9.319	0.000	Accepted

Note: IPI=Interpersonal Influence, A=Altruism, EK=Environmental Knowledge
EA=Environmental Attitude, GPB=Green Purchasing Behavior

Following the results from the table above, which indicates the outcome of the hypothesis test:

a. The first hypothesis, with a path coefficient of 0.087, asserts that Interpersonal Influence and Environmental Attitude has a positive effect on one another. However, given that the t_{count} of 1.310 which is less than 1.65, with a significance level of 0.191 (higher than 0.05). Hence, H_1 is rejected, indicating that Interpersonal Influence (IPI) has a positive effect on Environmental Attitude (EA) of Innisfree's Medan customers but not significantly influence.
b. The second hypothesis, with a path coefficient of 0.415, asserts that Altruism and Environmental Attitude has a positive effect on one another. Moreover, it showed that t_{count} of 7.104 which is greater than 1.65 with the value of significance is shown to be

0.000 which is lower than 0.05. Thus, H_2 accepted, indicating that Altruism (A) has a positive and significant influence on Environmental Attitude (EA) of Innisfree's Medan customers.

c. The third hypothesis, with a path coefficient of 0.311, asserts that Environmental Knowledge and Environmental Attitude has a positive effect on one another. Moreover, it showed that t_{count} of 5.685 which is greater than 1.65 with the value of significance is shown to be 0.000 which is lower than 0.05. Thus, H_3 accepted, indicating that Environmental Knowledge (EK) has a positive and significant influence on Environmental Attitude (EA) of Innisfree's Medan customers.
d. The fourth hypothesis, with a path coefficient of 0.571, asserts that Environmental Attitude and Green Purchasing Behavior has a positive effect on one another. Moreover, it showed that t_{count} of 9.319 which is greater than 1.65 with the value of significance is shown to be 0.000 which is lower than 0.05. Thus, H_4 accepted, indicating that Environmental Attitude (EA) has a positive and significant influence on Green Purchasing Behavior (GPB) of Innisfree's Medan customers.

V. DISCUSSION

The results of the tests indicate that three of the four hypotheses given were accepted and one was rejected. The rejected hypothesis (Interpersonal Influence affects Environmental Attitude of Innisfree's Medan customers) contradicts previous research by [29]. This, however, is consistent with Khare's research, which found that interpersonal influence has a positive effect but not statistically significant on environmental attitude [31]. Thus, it is essential for the marketers to increase their customers' normative and informational interpersonal influence through a variety of campaigns that deepen familial and friendship connections.

Apart from that, the effect of Altruism (A) on Environmental Attitude (EA) is shown to be positive, correlating with Uddin & Khan's findings [16]. In other words, Innisfree's customers display empathy by expressing their thoughts and demonstrating their ability to understand others through their environmental attitude. Likewise, Environmental Knowledge (EK) also has a positive effect on Environmental Attitude (EA). Consistent with Zheng's findings, this indicates that positive environmental concern and perceived knowledge will improve Innisfree's consumers' environmental attitudes, which will ultimately result in green purchasing behavior [35]. As previously stated, Environmental Attitude (EA) has a positive effect on Green Purchasing Behavior (GPB). This finding confirms Visser and Dlamini's findings [30].

VI. CONCLUSION

Overall, marketers should focus on the interpersonal influence, altruism, and environmental knowledge components that their green products may possess. The reason for this is because all of these components will influence and decide how their customers perceive and react to green purchasing behavior through their environmental attitude. From the elaborated discussion above, several conclusions can be drawn such as:

a. Interpersonal influence, altruism, environmental knowledge, and environmental attitude partially affects green purchasing behavior of Innisfree's Medan customers.
b. Altruism and environmental knowledge have a positive effect on environmental attitudes, implying that marketers and government policymakers should actively spread information about environmental issues and problems in order to move customers/buyers toward green products.
c. Interpersonal influence has a detrimental effect on environmental attitudes, implying that greater effort should be taken to shift group attitudes toward green products and the environment through promotional programs and commercials. As some may continue to believe, it was a form of greenwashing.
d. Innisfree can continue to maintain and improve interpersonal influence in the future. For instance, Innisfree's communication effectiveness with regards to green messages and green marketing campaigns should be enhanced, as they must leverage the persuasive influence of key referents such as family members, peers, and friends and incorporate relevant reference group appeals into their marketing campaigns.
e. According to the results, young consumers aged 18-30 have an altruistic mindset; consequently, Innisfree can focus more on this demographic, as these young customers will eventually become adults. Typically, among youngsters, there is a thinking sharing session to obtain information; through this information sharing process, youngsters acquire additional knowledge, which contributes to the development of altruism and interpersonal influence on environmental attitude.
f. Innisfree can continue to maintain and improve environmental knowledge in the future. Since, it is evident that environmental issues are a serious issue that people in the twenty-first century must address. The link between humans and their environment is deteriorating. Unless people modify their behaviors and adopt a more respectful attitude toward the environment, this will continue to be the case. To address this issue, Innisfree can increase consumer awareness of environmental issues, emphasizing the need of environmental education. For instance, by use selection tools. It is strongly advised that Innisfree utilize the Internet, newspaper, magazine, and poster media. Additional resources offered by the local government or campaign can be used to complement the consumer's knowledge and abilities gained through environmental education.

Furthermore, Innisfree may partner with a public figure, as stated by respondents throughout the selection process of purchasing Innisfree products.

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