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Does Green Purchase Intention Mediate the Effect of Ethical Self Identity on Green Purchase?

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Abstract

This research aims to examine the influence of ethical self-identity on green purchasing, mediated by green purchase intention. The study elucidates pro-environmental behavior concerning the purchase of environmentally friendly products that support issues related to the circular economy in the digital era. The research methodology employs a quantitative deductive approach to test hypotheses. A survey research design was used to investigate green purchasing behavior, with a sample size of 205 respondents from the Surakarta city area. Non-probability sampling was utilized employing the purposive sampling method. Instrument tests included assessments for convergent validity, discriminant validity, as well as reliability tests using Cronbach's alpha and composite reliability, confirming valid and reliable results. These instrument tests and hypothesis testing were conducted using Smart PLS 3.2.9 software, generating output for the outer model and inner model. Data analysis involved a two-step algorithm process and bootstrapping. The analysis results indicate that ethical self-identity and green purchase intention significantly influence green product purchasing behavior. It was evidenced that the intention to purchase green products mediates the influence of ethical self-identity on green product purchasing behavior.

Keywords: Ethical self-identity, green purchase intention, green purchasing behavior, green product, Theory of Planned Behavior.

JEL Classification: M30, M31.

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1. Introduction

The environment is the most important factor that is the source of life for living creatures living on earth. The environment is a spatial unity that contains all objects, forces, conditions and living creatures, including humans and their behavior. One of the biggest phenomena facing the world today is global warming and environmental degradation. According to a recent study by Chris Thomas, a conservation biologist at the University of Leeds, around three billion people worldwide will have to choose to move to temperate climates as climate change threatens potential famine.

The most significant element that provides life for all living things on Earth is the environment. The environment is a geographical unity that includes all things, situations, forces, and living things, including people and their actions. Environmental degradation and global warming are two of the most significant issues facing the globe today. In light of the possibility of famine brought on by climate change, three billion people globally may have to decide whether to relocate to temperate regions, according to a recent study by conservation biologist Chris Thomas of the University of Leeds. The general public has extensive discussions about the issue of global warming. The impacts of this can be felt in nearly every facet of communal life. The frequency of information regarding climate change and global warming is increasing.

In the end, something that is widely known as eco-friendly consumption has emerged (Arli et al., 2023; Oliver et al., 2023). Green consumerism is a notion that is part of a larger global consumer movement that strives to raise consumer awareness about their right to appropriate, safe, and increasingly environmentally friendly products (Kayani et al., 2023a). The studies conducted in 2017 by Nielsen and WWF-Indonesia, a sizable majority of Indonesian consumers—63%—said they would be prepared to pay more for environmentally friendly products. According C. Zheng et al., (2023), there has been a discernible increase in consumer awareness about the utilization of eco-friendly products, implying that the local market is ready to accept goods that are produced sustainably.

Energy-efficient renowned electronics manufacturers are currently developing LED lamps as an eco-friendly way to save electrical energy. To optimize the benefits that society receives from lower lamp purchase costs (Balaskas et al., 2023), research must be taken into account. Experts in the lighting industry predict that this year will see a notable 233% increase in the usage of light emitting diode (LED) bulbs. It is projected that this spike in demand will lead to a 40 million unit rise from 12 million units, which reflects the increasing interest of the general public in LED lighting technology. Improving something's quality, quantity, or level is the goal. A survey was conducted between April and May 2017, encompassing a sample size of 12,000 male and female consumers aged between 15 and 65 years, representing diverse socio-economic backgrounds. The survey was conducted in 15 major cities across Indonesia. The findings revealed that Philips Lighting demonstrated superiority, attaining the highest index of up to 80 percent in comparison to other companies. The three measuring elements that pertain to different brands are as follows: top of mind (referring to the brand that was initially mentioned), last used (referring to the brand that was most recently utilized), and future intention (Nguyen, 2023; C. Zheng et al., 2023).

Products that use environmentally friendly materials are now called Green Products (Dary Yassar & Kuswati, 2023). Green products are goods whose characteristics use good materials that can be recycled, and the green product production process also uses good waste management (Choirunnisa & Kuswati, 2023), so that the use of green products in general means reducing carbon emissions and reducing the impact of global warming (Zamil et al., 2023). One company that uses the green product concept is Philips. Philips is developing new lighting product innovations using Light Emitting Diode (LED) technology.

Consumer environmental awareness is one reference that can be used when building intentions to consume products. So it is hoped that what is consumed can have a positive impact on the environment (Loo et al., 2023; X. Wang et al., 2023). The influence of environmental awareness and perception on consumer purchasing intentions. The aim of this research is to explain the impact of environmental awareness on consumer perceptions and intentions of purchasing Philips LED lighting products. To clarify the impact of consumer perceptions regarding purchasing intentions for Philips LED lighting products and explain the role of consumer perception variables mediating environmental awareness variables. regarding intentions to purchase Philips LED lighting products.

2. Literature Review and Hypothesis Development

The TPB (Theory of Planned Behavior) is a theoretical framework that elucidates the connection between attitudes and conduct, offering the ability to forecast underlying behavioral patterns. According to (Loo et al., 2023; Nguyen, 2023) the Theory of Planned Behavior, proposed by Ajzen (1991), is a prominent attitude theory that finds extensive application across many activities. According to (Al Mamun et al., 2023; Loo et al., 2023) the Theory of Planned Conduct is frequently employed in social psychology as a predictive model for conduct. This theory is considered effective in predicting behavior due to its incorporation of the individual's purpose to engage in the behavior. The Theory of Planned Behavior posits that the primary determinant for engaging in various actions, such as the purchase of green products, is the individual's purpose. The findings of the study indicate that there is a positive correlation between customers' perceived utility of green products and their attitudes towards consumption. Self-identity frequently serves the purpose of distinguishing oneself from others and adjusting to one's surroundings. conducted a study. The field of study pertaining to the perception of ethical responsibilities and self-identity has gained prominence subsequent to Muncy's seminal research on consumer ethics in 2005. Prior studies have indicated that those who prioritize ethical considerations are more inclined to make purchases of organic food products. Ethical customers opt to purchase organic food due to their concerns regarding ethical and environmental considerations.

Researchers recommend investigating customers' ethical beliefs about the utilization of organic products. (Kumar et al., 2023; C. Zheng et al., 2023b)stated a correlation between consumers' ethical beliefs and their attitudes. In their study, Tarinc et al., (2023) investigated the phenomenon of environmentally conscious consumer behavior by integrating intrinsic and extrinsic motivations within the framework of Self-Determination Theory. The researchers discovered that the intentions of BB buyers had a strong predictive capacity. Furthermore, male consumers demonstrate a preference for acquiring environmentally friendly products, primarily influenced by external factors. Several studies (Fraser et al., 2023; Kumar et al., 2023) have observed that ethical consumers demonstrate a heightened awareness of environmental issues. Consequently, these consumers exhibit a preference for purchasing items and services that align with their environmentally and socially responsible values. Consumers' ethical motives influence the demand for organic products.

Sustainable consumption activities (green consumption) are activities that lead to the use of products that do not damage the environment and consider their environmental impacts (Zaslya Musa & Hartono, 2023). Consumers are becoming increasingly environmentally conscious, which influences the increasing demand for ecological products. This is a great opportunity for the business world and for the government as a regulator or political observer who wants to make policy changes that lead to environmental sustainability (B. Wang & Udall, 2023a).

Environmentally friendly is becoming an increasingly important issue for governments, businesses and communities around the world, where consumers can be environmentally friendly, which they can do

easily for example: they can bring their own shopping bags, sort waste and recycle as much household waste as possible. what they produce. This is certainly a big challenge for government policy makers and for companies that produce products and goods sustainably, fighting for national development amidst continuous ecological damage. To face these challenges, the public and private sectors must understand the driving forces behind green consumer behavior (Lin et al., 2023; B. Wang & Udall, 2023b).

Green purchasing intent is defined as a person's willingness to purchase a product or service given particular conditions (Alshebami et al., 2023; Zhang et al., 2023). Motivational elements that drive conduct typically boost intention before a person acts. Intention is a behavioral event that expresses itself as an action at the appropriate time and location. Purchase intention, according to Bar, is the desire to purchase a product that occurs when buyers are interested in the product's quality and knowledge. Intention is an indication of how hard a person strives or attempts to carry out a specific behavior (Panopoulos et al., 2023; C. Zheng et al., 2023c). These various theories demonstrate that intention is influenced by a person's desire for information and the effort they put into materializing the behavior at the appropriate time and moment. Intention or interest in purchasing environmentally friendly items refers to customers' personal consumption of environmentally friendly products when they are aware of the benefits and have the desire to safeguard the environment.

The internal or communal desire and willingness to acquire environmentally friendly or non-harmful to the environment products (Correia et al., 2023; Li et al., 2023) is defined as green purchase intention. Green purchase intention is also defined as the opportunity and desire of someone who is interested in environmentally friendly issues and is aware of preferring environmentally friendly products over conventional products whose manufacturing processes do not take the impact on the environment into account (Prakash & Thakur, n.d.). Currently, people are becoming more environmentally conscious and are more willing to purchase ecologically friendly products (M. Zheng et al., 2023).

Ethical self-identity refers to an individual's perception, understanding, and internalization of ethical principles and values that guide their behavior and decision-making in various situations. It represents a person's self-concept in relation to ethical considerations, encompassing their beliefs, values, and self-perception regarding what is morally right or wrong (Cao et al., 2023).

Green Purchase Intention and ethical self-identity. Ethical self-identity is often positively correlated with green purchase intention. When individuals strongly identify with ethical values, they are more inclined to express intentions to engage in environmentally friendly or socially responsible purchasing behaviors (Kayani et al., 2023b; Tarinc et al., 2023b). Their ethical self-identity motivates them to prioritize products or services that align with their values, such as those that are eco-friendly, sustainably sourced, or produced by socially responsible companies.

Hypothesis 1: Ethical Self Identity has a positive effect on Green Purchase Intention

Ethical Self-Identity related to green purchase behavior. It means individuals with a strong ethical self-identity have a heightened awareness of their personal values related to environmental sustainability, social responsibility, and ethical consumption. This ethical self-identity influences their perceptions and decisions regarding what they consider as morally acceptable or aligned with their ethical beliefs (Masukujjaman et al., 2023; Tarinc et al., 2023b).

Ethical self-identity also influences actual behavior. Individuals who strongly identify with ethical values are more likely to translate their intentions into actions by making green or ethical purchases (Saepudin et al., 2023). Their ethical self-identity serves as a driving force that propels them to actively seek out and purchase products or services that align with their ethical beliefs, contributing to their

overall green purchase behavior (Chen et al., 2023; Kharbanda et al., 2023; Wu & Liu, 2023). Furthermore, ethical self-identity shapes an individual's intentions and behaviors towards green or ethical purchases. A strong ethical self-identity generally leads to a higher intention to purchase environmentally friendly products or support socially responsible businesses, subsequently increasing the likelihood of actual green purchase behavior.

Hypothesis 2: Ethical Self Identity has a positive effect on Green Purchase
Hypothesis 3: Green Purchase Intention has a positive effect on Green purchases

Empirically, research has shown that there is a relationship between ethical self-identity and green purchase behavior mediated by green purchase intention. In this context, green purchase intention acts as a mediator between ethical self-identity and green purchase behavior. Individuals with a strong ethical self-identity tend to have a higher intention to engage in green purchases. Their ethical self-identity influences their perception of the importance of environmentally friendly and socially responsible purchases. This leads them to form a strong intention to choose products or services that align with their ethical values. A high level of green purchase intention positively correlates with actual environmentally friendly purchase behavior (Traoré et al., 2023). When someone has a strong intention to buy sustainable or environmentally friendly products or services, they are more likely to convert that intention into actual behavior by making purchases that align with their desires (Al Mamun et al., 2023; C. Zheng et al., 2023a). This results in green purchase behavior. Green purchase intention acts as a mediator or intermediary between ethical self-identity and green purchase behavior (Chen et al., 2023). This means that part of the influence that ethical self-identity has on green purchase behavior is not direct but goes through its impact on the intention to make green purchases. Thus, both conceptually and empirically, green purchase intention plays a significant role as a mediator between ethical self-identity and green purchase behavior. Ethical self-identity lays the groundwork for green purchase intentions, and these intentions then become a critical driver of actual green purchase behavior.

Hypothesis 4: Green Purchase Intention mediate the effect of Ethical Self Identity on Green purchases

Research framework

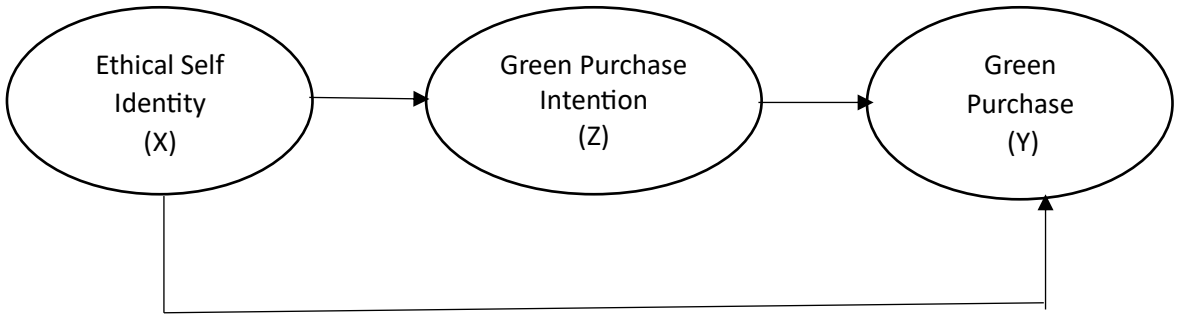

Fig 1. Research Network

3. Data and Methodology

Research Methods

This study is a deductive quantitative approach aimed at testing hypotheses. The research design in this study utilized an online survey. The study involved a sample size of 205 respondents from the general public evaluating LED light products known for being environmentally friendly. A series of instrument tests were conducted with validity and reliability tests to ensure the research instrument's validity and reliability. There are three types of variables in this research: independent, dependent, and mediating variables. Hypothesis testing in this research used smart PLS with outer model and inner model evaluation.

Data Source

The data obtained is data obtained from primary data by using a questionnaire to obtain respondent data. Data collection can also be done at a certain time because researchers need real data on respondents to help complete the research.

Data Collection Techniques

The data collection method that used in this research is primary data using a questionnaire. The type of data in this research is primary data obtained through questionnaires distributed online. A questionnaire is a set of predetermined lists of questions that will be answered by respondents.

According to Sekaran (2006) a questionnaire is a list of written questions that have been made in advance that will be answered by the respondent, and usually in clearly defined alternatives. In this research, a questionnaire was given to 205 respondents who were consumers of Philip LED lamps to determine their purchase intentions for environmentally friendly products that provide many benefits to society. The data used in this research uses primary data. Primary data is data collected directly by researchers through research instruments that have been determined by researchers according to variable indicators. This primary data is useful for answering research questions. Primary data collected by researchers is used as a research process to prove the influence between variables and also to draw conclusions from research results.

Data Analysis Technique

The research employs descriptive analysis and Structural Equation Model (SEM) analysis with Smart Partial Least Square (PLS) as the chosen data analysis techniques. Descriptive analysis is employed to provide an objective and precise depiction of the research findings. Structural Equation Modeling (SEM) is a robust multivariate statistical technique that enables the examination of relationships between numerous dependent variables and multiple independent factors. Smart PLS is a robust analytical methodology that has several advantages. It is capable of accommodating data of various scales, making it versatile in its application. Additionally, it does not impose stringent assumptions and does not necessitate a big sample size.

Smart PLS encompasses many specification models that encompass three distinct types of relationships: the inner model, the outer model, and the weight connection. The inner model elucidates the delineation of the association between variables. The outer model delineates the specification of the association between variables and indicators, while the weight relationship describes the relationship between the variance values of indicators and variables. This weight relationship assumes an average value of zero and a variance of one, thereby eliminating constants in the causality equation.

Measurement of Variables

This study outlines the measurement items employed to gather data from respondents. This study employed a total of 14 research instruments. The measurement of ESI is conducted using a set of six items that have been specifically adapted from the work of Rahman Hakim et al. (2021). In this study, the four measurement variables for the Global Peace Index (GPI) were derived from the work of Baiquni Ishak et al. (2019), while the four variables used for scaling the General Practitioner (GP) were sourced from the research conducted by Bachelor et al. (2021).

4. Results and Discussion

The results of the research instrument analysis are explained in the validity test and reliability test as described in the following outer model output. The validity test includes tests for convergent validity, discriminant validity, and the reliability test includes Cronbach's alpha test and composite reliability. Further explanations are provided below. In this research, hypothesis testing uses Partial Least Square (PLS) data analysis techniques with the SmartPLS 3.2.9 program. The following is the PLS program model scheme tested:

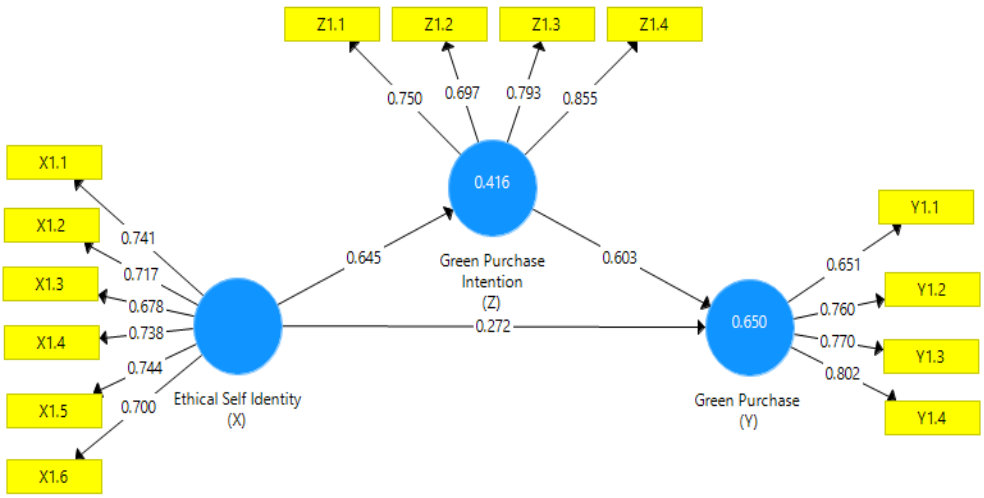

Fig 1. Outer Model

Outer model testing is employed and executed in order to ascertain the specifications of the association between latent variables and indicators. The assessment comprises of validity tests, reliability tests, and multicollinearity tests.

Outer Model Analysis:

1. Convergent Validity

An indicator is declared to meet convergence in the good category if the outer loading value is > 0.7. The following are the outer loading values for each indicator on the research variables.

Table 1. Outer Model Values

Variables	Indicators	Outer Loading
Ethical Self Identity (X)	X1. 1	0.741
	X1. 2	0.717
	X1. 3	0.678
	X1. 4	0.738
	X1. 5	0.744
	X1. 6	0.700
Green Purchase Intention (Z)	Z1. 1	0.750
	Z1.2	0.697
	Z1.3	0.793
	Z1.4	0.855
Green Purchase (Y)	Y1. 1	0.651
	Y1. 2	0.760
	Y1. 3	0.770
	Y1. 4	0.802

Source: Processed primary data, (2023)

Based on the aforementioned data, it can be observed that a considerable number of the study variable indicators exhibit an outer loading value greater than 0.7. Hair et al., in (Kuswati & Irmawati., 2018) states that a range of loading values from 0.5 to 0.6 is considered satisfactory to meet the criteria for convergent validity. The data presented above indicates that none of the variable indicators have outer loading values below 0.5.

This suggests that all indicators are deemed appropriate or legitimate for use in research and can be utilized for subsequent studies. Checking for convergent validity may include looking at both the external loading value and the Average Variance Extracted (AVE) value. The AVE value must be greater than 0.5 to prove convergent validity (Kusdiyanto, et al.,2022).

The following are the AVE values for each of the research variables:

Table 2. Average Variance Extracted Value

Variables	AVE (Average Variance Extracted)	Information
Ethical Self Identity (X)	0.518	Valid
Green Purchase Intention (Z)	0.602	Valid
Green Purchase (Y)	0.560	Valid

Source: Processed primary data, (2023)

Based on the provided table, it can be observed that each variable in this study has an Average Variance Extracted (AVE) value that exceeds > 0.5. Each variable in this study possesses a distinct value for

Ethical Self-Identity Effectiveness (0.518), Green Purchase (0.602), and Green Purchase Intention (0.560). This finding indicates that each variable examined in this study can be considered genuine in relation to its ability to discriminate between different constructs or concepts.

2. Discriminant Validity

The discriminant validity test employs cross-loading values. An indicator is considered to satisfy discriminant validity when its cross-loading value on the variable is the highest in comparison to other variables. The following are the cross loading values for each indicator:

Table 3. Cross Loading

Indicators	Ethical Self Identity (X)	Green Purchase Intention (Z)	Green Purchase (Y)
X1, 1	0.741	0.484	0.441
X1, 2	0.717	0.467	0.431
X1, 3	0.678	0.383	0.407
X1, 4	0.738	0.538	0.547
X1, 5	0.744	0.477	0.538
X1, 6	0.700	0.417	0.469
Y1, 1	0.522	0.510	0.651
Y1, 2	0.487	0.584	0.760
Y1, 3	0.455	0.624	0.770
Y1, 4	0.518	0.605	0.802
Z1, 1	0.487	0.750	0.567
Z1, 2	0.413	0.697	0.517
Z1, 3	0.506	0.973	0.629
Z1, 4	0.582	0.855	0.688

Source: Processed primary data, (2023)

The analysis of the data provided in the table indicates that each indication within the research variable exhibits a higher cross loading value on the variable it represents, in comparison to the cross loading value on the other variables. Based on the findings derived from the analysis, it can be asserted that the indicators employed in this study exhibit satisfactory discriminant validity in capturing the distinct characteristics of their respective variables.

3. Reliability Test

Reliability as the level of consistency and stability of measuring tools or research instruments in measuring a notion or construct. In this study, the researchers utilized Composite Reliability and Cronbach Alpha for testing the reliability. Researchers use the composite reliability component to test the reliability value of indicators on a variable. If a variable's composite reliability value > 0.7, it meets the criterion for composite reliability. Below are the composite reliability values for each variable in this research:

Table 4. Composite Reliability

Variables	Composite Reliability
Ethical Self Identity (X)	0,866
Green Purchase Intention (Z)	0,858
Green Purchase (Y)	0,835

Source: Processed primary data, (2023)

The table above shows that all research variables have a composite reliability value > 0.7. The ethical self-identity effectiveness has a score of 0.866, the green purchase has a value of 0.858, and the green

purchase intention has a value of 0.835. This finding indicates that each variable has achieved composite dependability, hence leading to the conclusion that all variables exhibit a substantial degree of reliability.

4. Cronbach's Alpha

The second reliability test is Cronbach's Alpha. Cronbach's Alpha is a test where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. According to Cronbach, (1951) a construct is said to be reliable if the Cronbach alpha value > 0.60. Below is the Cronbach's Alpha value in this research.

Table 5. Cronbach's Alpha

Variables	**Cronbach's Alpha**
Ethical Self Identity (X)	0,814
Green Purchase Intention (Z)	0,778
Green Purchase (Y)	0,735

Source: Processed primary data, (2023)

The table presented above displays the Cronbach alpha values for all variables examined in this study. It is observed that all variables have Cronbach alpha values > 0.6, indicating that the reliability standards are satisfied. Consequently, it can be concluded that the entire construct is deemed trustworthy.

The multicollinearity test

The presence of multicollinearity can be assessed by examining the tolerance value and variance inflation factor (VIF). The presence of multicollinearity can be identified by utilizing a threshold value, wherein a tolerance value > 0.1 or a Variance Inflation Factor (VIF) value less than 5 is indicative of multicollinearity, as below.

Table 6. Collinearity Statistic (VIF)

	Ethical Self Identity	**Green Purchase Intention**	**Green Purchase**
Ethical Self Identity (X)		1.000	1,713
Green Purchase Intention (Z)			1.713
Green Purchase (Y)			

Source: Processed primary data, (2023)

From the table above, the results of Collinearity Statistics (VIF) to see the test for each variable have a cut off value > 0.1 or the same as a VIF value < 5, so this does not violate the multicollinearity test.

Inner Model Analysis.

Figure 2. Inner models are employed to examine the relationship between a single latent variable and additional latent variables. The evaluation of inner model testing can be conducted by three specific analyses, which include the measurement of the R2 value (R-square), the assessment of Goodness of Fit (Gof), and the determination of the path coefficient.

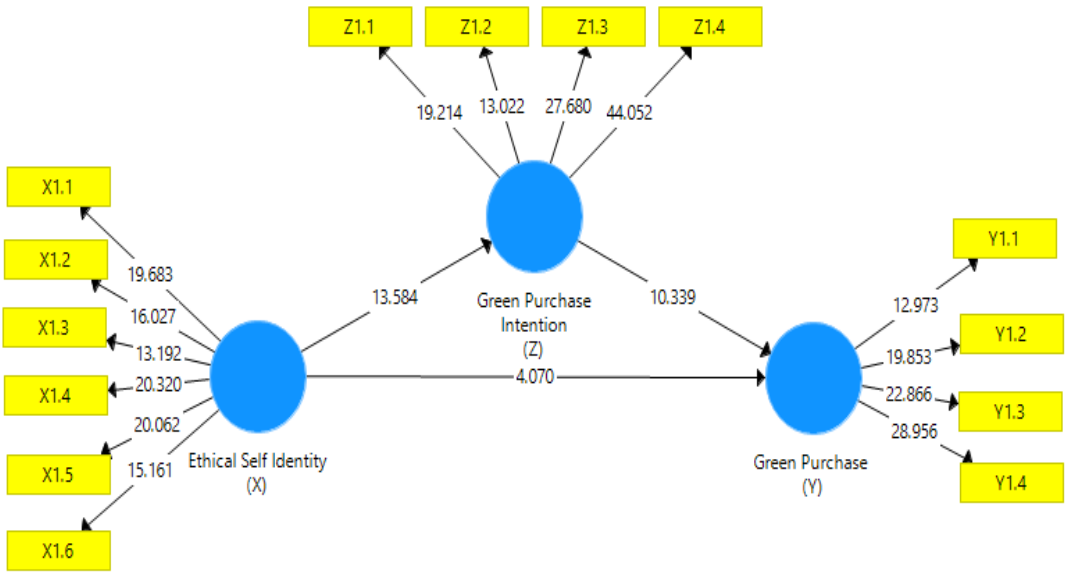

Fig 2. Inner Model

1. Goodness of fit model

The examination of a structural model was conducted to demonstrate the interconnections between observable and underlying variables of the primary predictor, mediator, and outcome variables within a comprehensive model. The model's goodness of fit test comprises two distinct assessments, specifically R-Square (R2) and Q-Square (Q2).

The R2 or R-Square value quantifies the extent to which the exogenous variable influences the endogenous variable. A higher R2 number signifies a stronger degree of determination. According to Ghozali (2015), R2 values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively. The subsequent numbers represent the coefficient of determination in this study.

Table 7. R Square

	R-Square	**R-Square Adjusted**
Green Purchase (Z)	0,416	0,413
Green Purchase Intention (Y)	0,650	0,646

Source: Processed primary data, (2023)

Based on the presented table, the utilization of R-Square aims to assess the substantial impact of the Ethical Self-Identity variable on Green Purchase. Specifically, it reveals a significant influence with a robust 41.6% representation denoted by the value 0.416. This underscores the strength of the relationship between Ethical Self-Identity and Green Purchase. Furthermore, the R-Square analysis extends to gauge the potency of Ethical Self-Identity on Green Purchase Intention, unveiling a formidable relationship at 65%, represented by the value 0.650.

Moving on to the subsequent evaluation, the Q-Square test is conducted. In structural model testing, the Q2 value serves as a metric for predictive relevance. It assesses the quality of observation values generated by the model and its parameters. A Q2 value > 0 signifies that the model possesses predictive relevance, indicating a favorable predictive capacity. Conversely, a Q2 value < 0 suggests a deficiency in predictive relevance, highlighting limitations in the model's predictive capabilities. The following are the results of calculating the Q-Square value:

Q-Square = 1 – [(1 – R21) x (1 – R22)]
= 1 – [(1 – 0.416) x (1 – 0.650)]
= 1 – (0.584 x 0.35)
= 1 – 0.2044
= 0.7956

According to the findings presented above, the Q-squared coefficient was determined to be 0.7956. The research model accounts for the diversity of research data to a significant extent, explaining 79% of the variance. Elements beyond the scope of this research model account for the remaining 21% of the variance. The findings obtained from these computations indicate that the study model exhibits a strong level of goodness of fit.

2. Hypothesis Testing

Path Coefficient Test

In order to evaluate the hypotheses in this study, researchers may employ a tabulated representation of route coefficients to assess the direct influence as well as specific indirect effects indicative of indirect influence through mediation. Researchers employ the bootstrapping process to assess the path coefficient by examining the t statistics or p values (critical ratio) and the original sample values derived from this procedure. A p-value < 0.05 signifies a statistically significant relationship between variables, whereas a p-value > 0.05 suggests the absence of a statistically significant relationship between variables. In this research, we used a significance threshold of 1.96 for the t-statistic value (5%). A t-statistic value greater than 1.96 indicates a statistically significant influence. The process of hypothesis testing is facilitated by the utilization of SmartPLS (Partial Least Square) 3.2.9 software. Below is the path coefficient value of the test results.

Table 8. Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistic	P Values	
Ethical Self Identity_(X) -> Green Purchase Intention_(Y)	H1	0,272	4,070	0,000	Supported
Ethical Self Identity_(X) -> Green Purchase_(Z)	H2	0,645	13,584	0,000	Supported
Green Purchase_(Z) -> Green Purchase Intention_(Y)	H3	0,603	10,339	0,000	Supported

Source: Processed primary data, (2023)

Based on the table above, the interpretation is as follows:

1. The first hypothesis tests whether Ethical Self Identity has a positive and significant effect on Green Purchase Intention. The table above shows a t-statistic value of 4.070 with a large influence of 0.272 and a p-value of 0.000. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the first hypothesis is accepted.
2. The first hypothesis tests whether Ethical Self Identity has a positive and significant effect on Green Purchase. The table above shows a t-statistic value of 13.584 with an influence size of 0.645 and a p-value of 0.000. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the second hypothesis is accepted.
3. The third hypothesis tests whether Green Purchase has a positive and significant effect on Green Purchase Intention. The table above shows a t-statistic value of 10.339 with a large influence of 0.603 and a p-value of 0.000. With a t-statistic value >1.96 and a p value <0.05, it can be concluded that the third hypothesis is accepted.

Direct effect and mediation effect of purchase intention.

This study elucidates findings that ethical self-identity significantly and positively influences green purchasing behavior. These findings also support the Theory of Planned Behavior, asserting that intention positively predicts individual behavior. The study indicates that a significantly positive intention to purchase green products influences consumers' green purchasing behavior. Understanding that green purchase intention partially mediates the impact of ethical self-identity on green purchase behavior implies that individuals' intentions to buy eco-friendly products play a crucial role in translating their ethical self-perception into actual purchasing decisions. Businesses and policymakers can focus on shaping and reinforcing consumers' green purchase intentions. Strategies aimed at promoting and strengthening the intention to buy environmentally friendly products may effectively encourage more sustainable consumer behavior.

Beside of that, recognizing the influence of ethical self-identity on green purchase intention highlights the significance of individuals' ethical beliefs and self-perception in driving environmentally conscious consumer behavior. Marketers can develop targeted campaigns that appeal to consumers' ethical self-identities, emphasizing the alignment between their values and the eco-friendly attributes of products. This could enhance the effectiveness of marketing initiatives in encouraging green purchases. Furthermore, efforts to educate consumers about the environmental impact of their purchasing decisions can be more effective when linked to fostering and reinforcing their ethical self-identity. This connection can potentially motivate individuals to prioritize eco-conscious choices. So understanding the mediating role of green purchase intention between ethical self-identity and green purchase behavior provides valuable insights for businesses, policymakers, and marketers to design more effective strategies that promote sustainable consumption patterns among consumers.

5.Conclusion

This research aims to examine green purchase intention as a mediator of the influence of ethical self-identity on green purchase behavior. The research findings indicate that the intention to make green purchases indeed partially mediates the influence of ethical self-identity on green purchasing behavior. The conclusion drawn from research indicating that ethical self-identity significantly influences green purchase behavior suggests a crucial link between an individual's ethical self-perception and their inclination towards environmentally friendly buying habits. This implies that when individuals perceive themselves as ethically conscious or responsible, they are more likely to engage in purchasing behaviors that align with environmental sustainability. The implications of this research are substantial: 1) Marketing Strategies: Companies can tailor their marketing campaigns to target consumers' ethical self-identities. Highlighting the environmental benefits or ethical considerations of products could

appeal more to individuals who value these aspects of their identity. 2) Product Development: Understanding the influence of ethical self-identity on purchasing behavior can guide businesses in developing and promoting products that are environmentally friendly. This might involve emphasizing eco-friendly materials, sustainable production processes, or ethical sourcing. 3) Consumer Education: Educating consumers about the impact of their purchasing decisions on the environment and linking this to their ethical self-identity could foster more sustainable consumption patterns. 4) Policy and Regulation: Governments and regulatory bodies could use this information to formulate policies that encourage sustainable practices in businesses, thus supporting the alignment of consumer behavior with environmental conservation.

In summary, recognizing the significant influence of ethical self-identity on green purchase behavior can help businesses, policymakers, and marketers create strategies that encourage more environmentally conscious consumer choices, contributing to a more sustainable future. Suggestions for the future research based on the findings of the study indicating the significant impact of ethical self-identity on green purchase behavior:

a. Long-Term Effects. Investigate the longevity of the relationship between ethical self-identity and green purchase behavior. Understanding if this influence remains consistent over time or if it changes under different circumstances can provide deeper insights.
b. Cultural Variances. Explore how cultural differences influence the relationship between ethical self-identity and green purchasing behavior. This could involve cross-cultural studies to determine if the impact varies in different societal contexts.
c. Psychological Mechanisms. Delve into the underlying psychological mechanisms that connect ethical self-identity with green purchasing behavior. Understanding the cognitive processes, motivations, and emotional aspects involved can provide a more nuanced understanding of this relationship.
d. Segmentation Analysis. Conduct research to segment consumers based on various levels of ethical self-identity and analyze their specific preferences and behaviors regarding green purchases. This could assist in targeted marketing strategies.
e. Intervention Studies. Explore interventions or campaigns aimed at enhancing individuals' ethical self-identity to observe how it affects their green purchasing behavior. This could involve experiments or longitudinal studies to assess the effectiveness of such interventions.
f. Technology and Behavior Change. Investigate the role of technology, such as social media or apps, in influencing ethical self-identity and subsequently impacting green purchasing behavior. Assess how these platforms can be used to promote sustainable consumption.
g. Socioeconomic Factors. Examine how socioeconomic factors, such as income levels or education, interact with ethical self-identity concerning green purchases. Understanding the influence of these factors can provide a more comprehensive understanding of consumer behavior.
h. Multi-Dimensional Identities. Explore how multiple identities, such as social, cultural, and personal identities, intersect with ethical self-identity to shape green purchase behavior. This could involve studies focusing on the interplay of various identity aspects.

Conducting research in these directions can further enrich our understanding of the relationship between ethical self-identity and green purchase behavior, contributing to more effective strategies for promoting sustainable consumer choices.

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