Environmental Concern, Environmental Knowledge, and Purchase Intention of Eco-Friendly Products with Attitude towards the Environment as a Mediating Variable

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ABSTRACT

According to a 2017 survey by Nielsen and WWF-Indonesia, up to 63% of consumers in Indonesia are eager to buy ecologically friendly goods. The willingness of the domestic market to accept goods made sustainably is demonstrated by the huge rise in consumer knowledge of the use of environmentally friendly items. The Rakuten Insight Center in 2022 conducted a survey with 10,886 respondents, it was noted that 64 percent of respondents considered purchasing environmentally friendly products a very important matter and 29 percent of respondents considered it rather important. Meanwhile, 6 percent of respondents thought purchasing environmentally friendly products was not too important and 1 percent thought it was not important at all

This study seeks to determine how environmental concern and knowledge about the environment towards the purchase of environmentally friendly products through environmental attitudes as a mediating variable for the community, especially Trilogi University Jakarta students. The analysis method SEM-PLS, also known as structural equation modeling, was employed in this investigation. The findings revealed that Interest in purchasing green items is 0.871, which means that 87.1% of it can be accounted for by environmental knowledge, environmental concern, and environmental attitudes, with the remaining 12.9% being explained by factors outside the model. Attitude towards the environment mediates the influence of Environmental Knowledge and Environmental Concern on the Purchase Intention of environmentally friendly products.

Keywords:

Environmental Concern, Environmental Knowledge, Purchase Intention of Eco-Friendly ,Attitude towards the Environment

INTRODUCTION

1 Research Background

An environmentally friendly product is a product that is designed and/or contains materials that can be recycled and reduces environmental damage or reduces environmental pollution in the entire life cycle of the product.

According to Anton Muhajir (http://www.mongabay.co.id/2016/01/29/fair-trade-bisnis-yang-tetap-peduli-lingkungan/) one of the conclusions in the discussion of the Annual General Meeting (AGM) of the Indonesian Fair Trade Forum (FFTI) in Denpasar, Bali in 2016 is that currently, products that will become trends in the future are products that are produced organically, and use recycled materials. These products belong to the category of environmentally friendly and sustainable products. As a country with abundant natural resources, Indonesia can be an important producer of products according to these trends.

Along with the growing concern and understanding for the environment, the perspectives and behaviors of humans started to change. Cite as: Trends in Indonesian consumption and production in 2017 According to surveys conducted by the WWF-Indonesia and Nielsen in 2017, up to 63% of Indonesian customers are willing to pay more for environmentally friendly goods.

The Indonesian government has prepared to change the pattern of procurement of goods and services to be more 'green' or sustainable. To realize this vision, green products are needed by the Circular Letter of the Head of LKPP Number 16 of 2020 concerning the Determination of Green Products/Green Industry Products to be Used in Sustainable Procurement of Government Goods/Services, which was issued on May 18, 2020. (https://rm.id/baca-berita/government-action/66168/pemerintah-prioritaskan-pengadaan-barang-dan-jasa-dengan-ekolabel) (https://rm.id/baca-berita/government-action/66168/pemerintah-prioritaskan-pengadaan-barang-dan-jasa-dengan-ekolabel). The willingness of the domestic market to accept goods made sustainably is demonstrated by the huge rise in consumer knowledge of the use of environmentally friendly items.

The Rakuten Insight Center in 2022 conducted a survey with 10,886 respondents, it was noted that 64 percent of respondents considered purchasing environmentally friendly products a very important matter and 29 percent of respondents considered it rather important. Meanwhile, 6 percent of respondents thought purchasing environmentally friendly products was not too important and 1 percent thought it was not important at all. (Ridwan, P. Puja, 2023)

2 Research Objectives and Benefits

This study seeks to determine how environmental concern and knowledge about the environment towards the purchase of environmentally friendly products through environmental attitudes as a mediating variable for the community, especially Trilogi University Jakarta students. This research is anticipated to offer benefits for a clearer comprehension of the relationship between consumers to the environment with their commitment to making choices on environmentally friendly products or in other words to gain better insight into the variables that affect consumer sentiment and shopping behavior towards environmentally friendly products.

THEORETICAL STUDIES

1 Environmental Concern

Environmental concern is a form of one's awareness of the environment in the form of actions that have a favorable effect on the environment, for instance not damaging the environment by disposing of garbage in its place, not throwing waste in rivers, etc. Environmental concern indicates an individual's general orientation a person's attitude toward the environment and their level of care for environmental problems is an effective predictor for recycling is one example of environmentally responsible activity. (Kim & Choi, 2005). In response to consumers' environmental issues awareness, Many businesses have promoted themselves as environmentally friendly companies by highlighting their eco-friendly goods and services. An individual's environmental concern can appear in a variety of ways, including holding certain a belief in actual practices (such as recycling and purchasing eco-friendly goods)). Environmental issues might include seen as "the extent to which people are aware of environmental problems and support attempts to environmental problems and/or demonstrate a readiness to make a personal contribution to environmental problem solutions.

In several studies related According to Maichum et al. (2016), there is a correlation between customers' intentions to buy green products and their level of environmental concern among Thais. While Joshi and Rahman (2017) report that environmental concern is as compared to other variables (such as prior

consumer behavior, subjective norms, attitudes toward green purchases, perceived market impacts, and environmental awareness), the least effective variable in describing green buying behavior. The influence of environmental motivation in the form of environmental concern and environmental knowledge on the interest in buying environmentally friendly products shows that environmental knowledge has a considerable effect in explaining purchase intentions while environmental concern does not (Choi &; Johnson, 2019). Consumers with high environmental worries are more likely to purchase eco-friendly goods, and choose green lifestyles (Teng and Ow 2014). The results showed that (1) altruistic and biosphere values had a significant positive effect on the purchase intention of environmentally friendly products, while egoistic values hurt the purchase intention of environmentally friendly products; (2) environmental concern has a partial mediating effect on the relationship between environmental values and green product purchase intentions; and (3) green confidence has a positive moderating effect on the relationship between environmental concern and purchase intent of green products. The study expands on existing research on value-driven green product purchase intent, and its conclusions provide theoretical guidance for green marketing by companies and the formation of customer confidence in the attributes of eco-friendly products. (Li et al., 2021)

2 Environmental Knowledge

Environmental knowledge refers to an individual's knowledge of the environment (Diamantopoulos et al., 2003). Environmental knowledge is general knowledge of facts, concepts, and relationships about the natural environment and its main ecosystems (Fryxell G, Lo C 2003). It contains public knowledge about the environment, basic relationships related to environmental aspects or impacts, admiration for the whole organism, and a shared awareness of ecological development. Environmental knowledge pays attention to general knowledge about the environment and not specific knowledge about green products or their environmental impact. Environmental knowledge is defined by Taufique et al. 2016 as knowledge of facts, key relationships that lead to environmental impact, and individual environmental responsibilities that lead to sustainable development. The awareness of human interactions, environmental issues, and various relationships in ecological systems is referred to as environmental knowledge (Burchett, 2015). The ability to reduce harmful effects on ecosystems may be required by such information, leading to pro-environmental activities. Despite efforts to spread the message of environmental sustainability, there are limitations in public knowledge and awareness of environmental issues (Burchett, 2015). Environmental knowledge has a considerable explains the purpose of a purchase, however environmental considerations do not. (Dooyoung Choi a,∗, Kim K.P. John (2019). An individual's knowledge of the environment greatly influences environmental issues. With increased environmental knowledge, consumers become more informed, and that increases the likelihood of high purchase intent (Lee, N.; Choi, Y.J.; Youn, C.; Lee, Y 2012) (Mahesh, N.; Ganapathi, 2012). Another study found that environmental knowledge is one of the important variables that significantly positively influence consumers' intention to buy green products (Wang, P.; Liu, Q.; Qi, Y 2014). Maichum et al. (2016) found no significant association between environmental knowledge and purchase intent of green products among Thai consumers.

3 Environmental attitudes

In general, attitude is the tendency of the initial reaction that a particular individual has towards any subject around his environment. Also, attitude is an individual's orderly pattern of actions and behavior towards a particular object as a result of previous experiences. Environmental attitudes are the sum of the beliefs, emotions, and environmental intentions of an individual about environmental activities and problems (Schultz et al. 2004: 31), as well as the patterns of individual attitudes and behaviors related to environmental feelings and thoughts. Attitude is defined as a psychological path that determines an individual's liking or dislikes for a particular object. Attitude is a learned tendency to behave consistently either favorably or unfavorably towards a particular object (product, brand, service, price,

package, advertisement, promotional media, or retailer selling the product, etc.) (Schiffman, LG & Wisenblit, JL 2015). Attitudes reflect either favorable or unfavorable evaluations about objects learned from direct experience with products, word of mouth, exposure to mass media, and other sources of information that consumers encounter. Kim & Chung (2011) conducted a study on consumer attitudes toward organic body care products. As a result of this study, it was found that attitude is a meaningful (significant) variable that influences purchase intent. Cowan & Kinley (2014) stated that there is a strong relationship between a positive attitude towards environmentally friendly textile products and purchase intent. Yadav and Pathak (2016) report that environmental attitudes have a direct effect on their intention to buy green productsResearch supports the theory of planned behavior by showing a significant relationship between three constructs namely attitudes towards green products, subjective norms, and the Theory of Planned Behavior (PBC) internal with purchase intent for green products. Attitudes towards green products show the highest impact on green purchase intent. (Sreen et al., n.d.2017).

4 Green purchasing decisions

Green Product (Environmentally Friendly Product) is a product that has been produced, distributed, and consumed in a way that minimizes any negative environmental effects. This is due to the usage of raw materials that are recyclable. The inclination of consumers to acquire goods with the best environmental qualities as opposed to standard goods is referred to as "green product purchase intention" (Majid and Elahe 2017). According to Prakash and Pathak's (2017) research, individual norms, attitudes, environmental concerns, and willingness to pay for goods all have a major impact on consumers' intentions to purchase products with eco-friendly packaging. The study of W. R. A. D. Karunarathna1, S. S. Naotunna1, and K. M. V. Sachitra1 (2017) demonstrates that social influences, environmental attitudes, environmental knowledge, perceived environmental responsibility, government initiatives, and media exposure are the key to enhancing green purchasing behavior among educated young consumers. Regarding people's lifestyles today, eco-friendly products get a lot of attention because of many issues such as diseases and a green environment. Therefore, marketers must practice market segmentation for them to succeed in this competitive business world.

Based on some of the results of the research above, several parts become materials and references of this study, namely those related to consumer purchasing behavior towards environmentally friendly products, namely to find out how environmental concern and, knowledge about the environment towards purchasing environmentally friendly products through environmental attitudes as a mediating variable of the community, especially students of Trilogi University Jakarta.

RESEARCH METHODS

This research aims to define operational research variables, namely Environmental Knowledge, Concern for the Environment, and Environmental Attitudes towards Purchasing Behavior of Eco-Friendly Products with Structural Equation Modelling-Partial Least Square (SEM-PLS) method.

1. Literature studies

This research begins with a review of existing literature in the form of literature books, research journals, and survey data.

2. Data Collections

The research area is Jakarta City dan the subjects of this study are all Trilogi University of Jakarta students. In this study, the number of samples taken was 231 students from a total of 2738 students with the method of sampling employed was probability simple random sampling. The distribution of questionnaires to the respondents was carried out to provide a broader picture of the respondents regarding the situation in the field. There is a prepared response for each question in the closed questionnaire.

3 The Variable Measurement

The measurement scale uses the Likert scale. For the assessment the lowest score is given a scale of 1 and the highest is given a scale of 5 with levels 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, and 5: Strongly Agree. From the highest and lowest scores, there are some category 5 classes with the scale range to the average perception of respondents as follows.

Table 4.1 range of respondents' answer scales

Scale range	Information
1,00-1,80	Strongly Disagree
1,81-2,60	Disagree
2,61-3,40	Nervous
3,41-4,20	Agree
4,21-5,00	Totally Agree

4 Analysis and Modelling

To evaluate the validity and reliability of the model, the measurement model or outer model is evaluated. Convergent validity and discriminant validity of construct-forming indicators (variables) are used to assess the validity test of reflective indicators. While Cronbach's alpha and composite reliability are used to analyze the reflected indicators' reliability test. However, the use of Cronbach's alpha to test construct reliability will give a lower value (underestimate) so it is more advisable to use composite reliability in testing the reliability of a construct (Ghozali, Latan 2015). After the evaluation is carried out, then factor analysis was carried out on environmental concerns, environmental knowledge, attitude towards the environment, and intention to purchase environmentally friendly products.

Structural Model Evaluation/ Inner Model, to ascertain how factors of care, knowledge, attitudes, and purchasing behavior of environmentally friendly products are carried out by evaluating the internal or structural model. Using r-square and path coefficient, the structural model or inner model is evaluated.

RESEARCH RESULTS

1 Characteristics of Respondents

The following are the characteristics of Trilogi University students who were respondents to the study. Of the 231 respondents, 29% were men and 71% were womens.

Table 4.1 Respondents' Gender

No	Gender	Sum
1	Male	67 (29%)
2	Woman	164 (71%)
3	Total	231 (100%)

Source : primary data 2023, processed

2 Environmental Concern, Environmental Knowledge, Attitude towards the Environment, and Purchasing Behavior of Eco-Friendly Products Trilogi University Students

To find out whether Environmental Concern, Environmental Knowledge affects the way people buy ecologically friendly goods both directly and through attitudes towards the environment as a mediator or intervening variable. Analysis utilizing the program Smart PLS 3.0 and the partial least squares-structural equation model (PLS-SEM).

2.1 Evaluation of the Outer Model (Structural Model)

By evaluating the model's validity and dependability, the outer model is examined. Convergent validity and discriminant validity are used to conduct the validity test of variable-forming indicators (constructs). While reliability tests are conducted done using Cronbach's alpha and composite reliability. 24 indicators from 4 constructions are tested.

a. Convergent Validity

The outcomes of data processing initially, the outer loading value, or the correlation between the construct and Because several indicators still have a loading factor value below 0.70, the variable did not initially achieve convergent validity. Ten indicators with loading factors under 0.7 include KL2, KL4, Kl6, PL2, PL3, PL4, PL5, S2, S3, and S4 so these warning signs must be removed, and then then 14 indicators are included in the next test. The results of the next processing yield a loading factor value greater than or equal to 0.70 (meets the convergent validity requirement) (Ghozali, Latan 2015) Consequently, it can be said that all of the study's variables are reliable. The convergent validity test is also carried out by looking at the Average Variance Extracted (AVE) value, a good model is required to have an AVE value greater than 0.5 (Hair et al., 2011). The results of the AVE variables Environmental Concern Integrity 0.663, Environmental Knowledge 0.715, Attitude towards the Environment 0.844, and Interest in Buying Green Products 0.660 show AVE values greater than 0.5 demonstrate that each variable has satisfied the requirements.

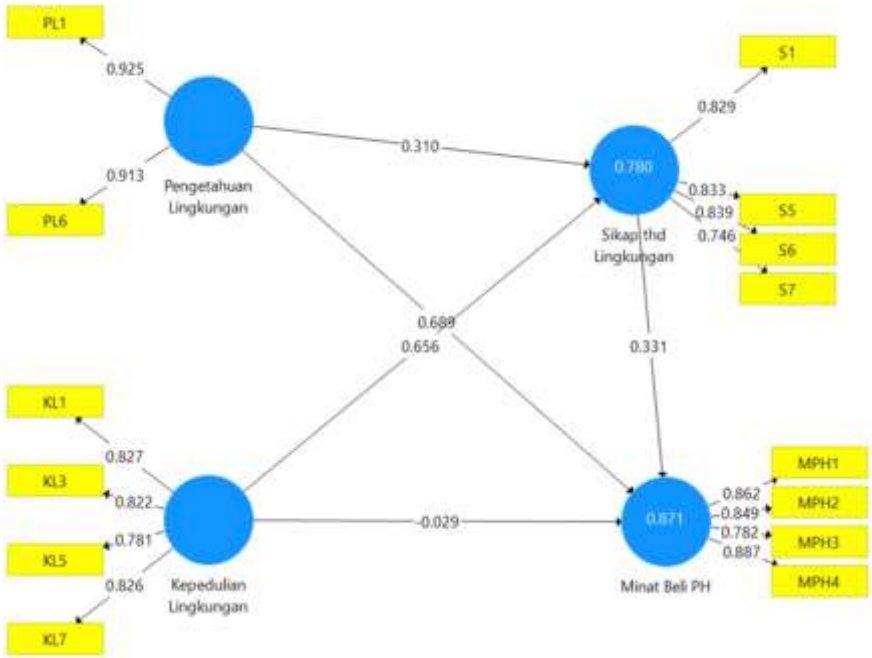

Figure: Algorithm Results 2

b. Discriminant Validity

Discriminant validity uses cross-loading values for Environmental Concern (KL) variables (KL1=0.827, KL3=0.822, KL5=0.781, and KL7=0.826), then Environmental Knowledge (PL) (PL1=0.925, PL6=0.913) Next Attitude towards the Environment (S)(S1=0.829, S5=0.833, S6=0.839, S7=0.746, san Buying Interest in Green Products (MPH) (MPH1=0.862, MPH2=0.849, MPH3=0.782, MPH4 = 0.887). The overall indicators for the construct forming variables Environmental Concern (KL), Environmental Knowledge (PL), Attitude towards the Environment (S), and Buying Interest in Green Products (MPH) already have cross-values loading above 0.70.

c. Composite Reliability

The output composite reliability results for the Environmental Concern (KL) construct = 0.887, Environmental Knowledge (PL) = 0.909, Environmental Attitude (S) = 0.916, and Green Product Buying Interest (MPH) = 0.886 all greater than 0.7 so that the construct is acknowledged good reliability (Ghozali &; Latan, 2015)

Environmental Knowledge

Table 4.2 Environmental Knowledge of Trilogi University Students

No	Environmental Knowledge Statement	Respondents' answers					Average
		STS	TS	N	S	SS	
PL1	I know a lot about global warming	2 (0,9%)	7 (3%)	40 (17,3%)	68 (29,4%)	114 (49,4%)	4,23
PL6	I am aware of the issue with environmental pollution brought on by human activity.	36 (15,6%)	52 (22,5%)	91 (39,4%)	33 (14,3%)	19 (8,2%)	2,77
	Average Social Influence answer scores						3,50

Source : primary data 2023, processed

Environmental Concern

Table 4.3 Environmental Concerns of Trilogi University Students

No	Environmental Concern Statement	Respondents' answers					Average
		STS	TS	N	S	SS	
KL1	I am concerned about deterioration of the environment's quality around me	17 (7,4%)	44 (19%)	71 (30,7%)	57 (24,7%)	42 (18,2%)	3,27
KL3	I feel strongly about local environmental protection issues.	21 (9,1%)	48 (20,8%)	87 (37,7%)	47 (20,3%)	28 (12,1%)	3,06
KL5	To safeguard the environment, significant social changes are required	24 (10,4%)	51 (22,1%)	82 (35,5%)	43 (18,6%)	31 (13,4%)	3,03
KL7	To contribute to environmental protection, I'm willing to cut back on my consumption.	17 (7,4%)	45 (19,5%)	87 (37,7%)	49 (21,2%)	33 (14,3%)	3,16
	Average value of Environmental concern						3,13

Source : primary data 2023, processed

Environmental Attitude

Table 4.4 Attitudes regarding the environment of Trilogi University Students

No	Environmental Statement	Respondents' answers					Average
		STS	TS	N	S	SS	
S1	Promoting a "green living" lifestyle is essential.	6 (2,6%)	14 (6,1%)	52 (22,5%)	84 (36,4%	75 (32,5%)	3,90
S5	Environmental protection means a lot to me	21 (9,1%)	37 (16%)	89 (38,5%)	53 (22,9%)	31 (13,4%)	3,16

No	Environmental Statement	Respondents' answers					**Average**
		STS	TS	N	S	SS	
S6	We recommend usinggreen products to protect nature	17 (7,4%)	45 (19,5%)	87 (37,7%)	49 (21,2%)	33 (14,3%)	3,16
S7	If there will be reactive organizations and events to protect nature, I will participate	9 (3,9%)	26 (11,3%)	62 (26,8%)	64 (27,7%)	70 (30,3%)	3,69
Average answer score Attitude about the environment							3,48

Source : primary data 2023, processed

Green Buying Behavior

Table 4.5 Green buying behavior of Trilogi University Students

No	Green Buying Behavior Statement	Respondents' answers					**Average**
		STS	TS	N	S	SS	
MPH 1	When I want to purchase something, I check the label/composition to check if it has ingredients that can damage the environment	22 (9,5%)	49 (21,2%)	113 (48,9%)	26 (11,3%)	21 (9,1%)	2,89
MPH 2	I Favorite ecologically responsible goods over goods that are not ecologically friendly even if they are of comparable quality	50 (21,6%)	74 (32%)	67 (29%)	21 (10,4%)	16 (6,9%)	2,47
MPH 3	I choose to buy eco-friendly products	16 (6,9%)	26 (11,3%)	79 (34,2%)	63 (27,3%)	47 (20,3%)	3,43
MPH 4	I prefer to purchase ecologically friendly goods, despite the higher cost than products that are not environmentally friendly	23 (10%)	52 (22,5%)	100 (43,3%)	32 (13,9%)	24 (10,4%)	2,92
	Average value Green buying behavior						2,93

Source : primary data 2023, processed

2.2 Evaluation of the Inner Model (Structural Model)

A structural model, the inner model is based on the value of path coefficients, looking at just how much power between latent variables and computations based on bootstrapping. R-Square and other statistics are examined to do the evaluation path coefficient values criteria.

a. R-Square value

The R-square value of Attitude towards the Environment of 0.780 means that the Attitude towards the Environment can be explained by the variables Environmental Knowledge and Environmental Concern of 78% the rest is explained by other variables outside the model. The R-square value of Buying Interest in Green Products of 0.871 means that the Interest in Buying Green Products can be explained by the variables Environmental Knowledge, Environmental Care, and Attitude towards the Environment of 87.1%, the remaining 12.9% is explained by other variables outside the model.

b. Path Coefficient

The significance of the influence of Environmental Knowledge, Environmental Concern, and Attitude towards the Environment on Buying Interest in Green Products by looking at the value of parameter coefficients and statistical t-significance values in the following Table (Sreen et al., n.d.)

Table 4.6 ***Path Coefficient***

				CPL-8 (S-8)	
				CPL-10(S-10)	
				CPL12(KU-1)	
				CPL-16(KU-5)	
				CPL-20 (KU-9)	

Based on these outputs, it can be concluded that Environmental Concern does not affect Green Product Buying Interest as indicated by a coefficient parameter of -0.029. The significant value, which is 0.609, is greater than the alpha level of 5%. It is also indicated by a T-statistic value of 0.513 smaller than 1.962 (t-table). Furthermore, the variables of Environmental Concern for Environmental Attitudes, Environmental Knowledge Variables on Buying Interest in Green Products, Environmental Knowledge Variables on Environmental Attitudes, and Environmental Attitudes towards Buying Interest in Green Products all have a positive effect, this is shown by positive parameter coefficient and a significant value smaller than the alpha level of 5%. It is also shown by a statistical T value greater than the tablet of 1.989.

c. Indirect Effect

Table 4.7 Indirect Effect Role of Attitude Mediation Variables

CPL-10(S-10)	CPL12(KU-1)	CPL-16(KU-5)	CPL-20 (KU-9)	CPL-27 (KK-3)	**CPL-32** (P-5)

It can be seen that the indirect effect value for the influence of Environmental Concern on Buying Interest in Green Products through Attitude towards the Environment is 0.217 with a Statistical T value of 5.176 greater than 1.962 (t-table) and a significance value of 0.000 this value is smaller than the alpha level of 0.05. So, the Attitude to Environment variable is a mediator or intervening variable. In other words, the Attitude to the Environment variable plays a good role in mediating the influence of the Environmental Concern variable on Green Product Buying Interest. Furthermore, the indirect effect value for the influence of Environmental Knowledge on Buying Interest in Green Products through Environmental Attitudes is 0.103 with a T Statistic value of 5.167 greater than 1.962 (t-table) and a significance value of 0.000 this value is smaller than the alpha level of 0.05. Thus, the Attitude to Environmental Knowledge variable is a mediator or intervening variable. In other words, the variable Attitude towards Purchasing Green Products plays a good role in mediating the influence between the variables of Environmental Concern on Interest in Buying Green Products.

2.3 Discussion

2.3.1 Environmental Knowledge

Trilogi University students know a lot about global warming and they understand the issue of environmental contamination brought on by human activity, it is shown by the average answer to a valid indicator with a value of 3.5 on a scale of 1-5

2.3.2 Environmental Concern

Concern for the environment Trilogy University students with an average score of this statement of 3.13 from a scale of 1-5 indicate that it is normal (neutral) that they are concerned about the deteriorating quality of the environment; they are always emotionally involved in environmental protection issues around them; they agree that major social changes are needed to protect the natural environment; and they are willing to reduce consumption to help protect the environment.

2.3.3 Environmental attitudes

With an average score for statements related to Trilogy University students' attitudes towards the environment of 3.35 from a scale of 1 - 5) showing a neutral attitude towards their environment; opinions on the importance of promoting a “green living” lifestyle (environmentally conscious living); environmental protection means to them; it is good to use green products to protect nature; and if there will be reactive organizations and events to protect nature they will participate.

2.3.4 Green buying behavior

Trilogy University students in purchasing green products prefer environmentally friendly products over non-environmentally friendly products if the quality of the products is similar; they choose to buy environmentally friendly products; when they want to buy a product, they always check the label/composition to see if the product contains ingredients that can damage the environment, and they prefer to buy environmentally friendly products even though they are more expensive than products that are not environmentally friendly. Trilogy University students generally have mediocre green

buying behavior (the average value of all statements regarding green buying behavior is 2.93 from a scale of 1 to 5)

2.3.5 The Role of Environmental Attitudes as Mediating or Intervening Variables The Influence of Environmental Knowledge and Environmental Concern on Green Purchasing Behavior

Environmental attitudes play a good role in mediating the influence between Environmental Knowledge variables on Green Product Buying Interest and the influence between Environmental Concern variables on Green Product Buying Interest.

The attitude shown by promoting a "green living" lifestyle, carrying out environmental protection, using green products to protect nature, and participating in organizations and events to protect nature will have an impact as an intermediary for the influence of environmental knowledge and environmental concern In purchasing green products they prefer environmentally friendly products over products that are not environmentally friendly if the quality of the product is similar, choose to buy environmentally friendly products, to want to buy a product they always check the label/composition to see if the product contains ingredients that can damage the environment, and they prefer to buy environmentally friendly products environment even though the price is more expensive than products that are not environmentally friendly.

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