



# THE INFLUENCE OF PERSONALITY TRAITS IN THE GREEN PURCHASING BEHAVIOUR OF YOUNG CONSUMERS SOCIOLLA INDONESIA MEDIATING BY CONSUMER ENVIRONMENTAL CONCERN

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## ABSTRACT

*This study aims to determine the influence of personality traits, based on the theory of the big five personality traits models, towards green purchasing behaviour of young consumers in Sociolla Indonesia with the level of environmental concern as a mediator. The population in this study are consumers of Sociolla Indonesia aged 13-40 years old. This study used nonprobability sampling technique and purposive sampling method. This study used 96 respondents as samples through distributing the questionnaires by Google Form. Data Analysis technique used in Partial Least Square (PLS) with SmartPLS 4.1.0.0 application. The result of this study is from all big five personality traits, neuroticism was the only factor that influenced green purchasing behaviour both directly and indirectly mediated by the level of environmental concern.*

**Keywords:** Personality Traits, Green Purchasing, Green Marketing.

## 1. Introduction

In this era, environmental concern become main focus in public that must be developed. This is caused by global warming is increasing due to the times. Ginting & Ekawati (2016) said that environmental damage has attracted world attention since 1970. Many environmentally unfriendly activities like using styrofoam, animal testing, and throw away any waste causing increasing environmental problems (Rini, Sukaatmaja, & Giantari, 2017). Economic growth causes excessive use of resources and causes environmental pollution (Fatoki, 2020). This negative impact caused by production and consumption activity using unfriendly raw materials for environment.

Now, many parties in economic sector realize that environmental concern is important, so that they start green activities in their economic activities. Green activity can be implemented by producing green product, use green product, and recycle waste or recycle packaging. The existence of green products can trigger environmentally friendly economic activities. Then, there's packaging recycling, it can help to reduce environmental damage.

The application of green activities can be carried out by implementing green marketing. Company can make green product and recycle packaging as the application of green activities can be carried out by implementing green marketing. Green marketing has a goal to fills the consumer's needs, but keep protecting the environment (Aulia & Hidayat, 2018). In implementing green marketing, consumers are invited to become green consumers. Globally, public already started to do green behaviour as implementation of green activities & green marketing. Green behaviour shown with green products what they consume like F&B, cosmetics, bag, shirt, amenities, and other green products.

Green behaviour has influenced by personality traits (Fatoki, 2020). Green purchasing behaviour influence in achieving global sustainable development (Sun, Wang, Gao, & Li,

2018). Public who has environmental awareness tend to be motivated become green consumers (Ginting & Ekawati, 2016). Green consumers dominated by young consumers. Young consumers are consumers that considered caring about the surrounding environment. This's proven in study conducted by Dianti & Paramita (2021) which results in a positive influence between green products on young consumers purchasing decisions. This means that young consumers have environmental awareness and they've tendency to become green consumers.

Study about green marketing has been done several times before and every studies has different results. The results of the study that conducted by Fatoki (2020) is from big five personality traits, there are four who has influence in green purchasing behaviour, while the results of the study that conducted by Li, Wang, & Li (2023), there's just one from five personality traits who has influence in green purchasing behaviour. The results of the study that conducted by Crespo, Mantoya, Rivas, Soto, & Riel (2023), all big five personality traits have influence in green purchasing. Then, the results of the study that conducted by Duong (2020), from all big five personality traits, there are three who has influence in green purchasing. This means that there's results inconsistence from several previous studies.

Based on big five personality traits models, researchers want to know about the influence personality traits in environment concern and green purchasing behaviour in detail based on theory big five personality traits models. Researchers want to analysing green behaviour patterns at Sociolla.

Indonesia through the Waste Down Beauty Up program. Sociolla Indonesia is a cosmetics retail. Sociolla Indonesia has collaboration with Sukin Recycle Station, Pastelab, and Waste4Change to create the program named Waste Down Beauty Up. This program is returning used cosmetic packaging for recycling by Pastelab & Waste4Change. In this program, Sociolla invites consumers to take part in green activities as an implementation to reduce environmental damage.

## **2. Literature Review**

### *2.1 Green Marketing*

Marketing is a process in company to creating values for consumers and creating strong relationship for them with the aim of achieving company targets (Kotler & Armstrong, 2006:6). Marketing not only increase sales, but for now, marketing can be a media for implemented go green that named green marketing. Green marketing is a marketing that leads to satisfaction providing consumer needs in the process has environmental awareness (Supandini & Pramudana, 2017). Green marketing is a process who fasilitate consumption, production, distribution, marketing, packaging, and reclamation in a product taking into account ecological issues (Sutawidjaya, Nawangsari, Permana, Siswanti, & Pratama, 2022:69). Many ways to implement green marketing, like using reusable totebag in transaction, producing green product, and and other environmentally friendly ways. The first implementation of green marketing is focus in recycle packaging to become a product that can be use again (Sutawidjaya et al., 2022:69).

### *2.2 Personality Traits*

Personality traits divided in five models personality tratis that named Big Five Personality Traits Models (Crespo et al., 2023). In this model, personality traits divided in five namely Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness (Li et al., 2023). Extraversion is the level of individuals to sosializing, love to talk, and easy to get along with others (Wang, Shen, & Chu, 2021). The person who has high level of extraversion tends to be more confident in to do activities and feel enjoy in the interaction. Agreeableness is the level of individuals to empathize with others and easy to agree with something (Duong, 2022).

The person who has high level of agreeableness tends to be tolerant, cooperative, shympatic, and love to helps others (Sun et al., 2018). An agreeable person tends to has environmental awareness (Crespo et al., 2023). An agreeable person tends to eco-friendly behaviour because they assume if their behaviour will be accepted in public. Conscientiousness is the level of individuals to be organized, can be responsible, and obedient with the rules (Li et al., 2023). Conscientious person tend to understand the consequences they will choose. Neuroticism is the level of individuals to control their emotion like emotion stabilize, anxiety, insecurity, and anger issues (Fatoki, 2020). An individuals who can control their emotion tend to control their behaviour, including the decisions they make. Openness is the level of individuals to be openned with new lesson and want to learn new things. The person who has high level of openness tend to be enthusiastic to receive new experiences (Crespo et al., 2023).

### 2.3 *Green Purchasing Behaviour*

Consumers behaviour that have environmental awareness called green purchasing behaviour (Saraswaty & Suprapti, 2015). Green purchasing is a purchase decision which based environmental knowledge principle. This behaviour conducted to reduce the environmental damage. Consumers who has high level of environmental concern will do green purchase decision and it's called green purchasing behaviour (Utami, 2020). In green purchasing behaviour, consumers will do 3R: Reduce, Reuse, & Recycle (Nilasari & Kusumadewi, 2016).

### 2.4 *Environmental Concern*

Environmental concern shown by their eco-friendly behaviour like using reusable product, recycle waste, and utilizing unused products for recycling into useful products (Saraswaty & Suprapti, 2015). Crespo et al. (2013) said that environmental concern shown by waste prevention behaviour, waste avoider behaviour, and green consumer. Individuals who have environmental awareness and do green activity is the individuals who have environmental concern.

## 3. **Research Methods**

This study is causality research with quantitative methods. This study is to determine the influence of independent variables in dependent variable through mediation variable. The population in this research are Indonesia's public who knows and have shopped before at Sociolla Indonesia. Sample in this research are Sociolla Indonesia's consumers aged 13-40 years old and have already returned the cosmetic packaging to Sociolla Indonesia at least once in a year. Because the population is unknown, this study uses 96 samples based on unknown population theory.

Data in this study is using primer data that researchers get from an online questionnaire. Researches use Google Form to create the online questionnaire. Researchers use cross-sectional techniques for collecting data. This study uses rating scale and Likert scale for descriptive analysis. The rating scale is between 1 for 4. Analysis data technique is Partial Least Squares Path Modeling (SEM-PLS) and this study uses SmartPLS 4.1.0.0 to analyze data. The steps of data analysis in this study are validity-reliability test and bootstrapping test to count p-values and r-square.

## 4. **Research Findings and Discussion**

### 4.1 *Descriptive Statistical Analysis*

Descriptive statistical analysis in this study are based on age, incomes, jobs, and recent education of the respodents. Based on the results of analysis, from 96 respondents as samples, young consumers of Sociolla Indonesia dominated by the respondents aged 13-40 years old

(85 respondents), income Rp 1.000.000-Rp 3.000.000 (48 respondents), work as students at university (49 respondents), and has recent education in Senior High School (53 respondents).

**Table 3**

No.	Variable	Average Total Score	Category
1	Extraversion	3.39	Very high
2	Agreeableness	3.46	Very high
3	Conscientiousness	3.63	Very high
4	Neuroticism	3.33	Very high
5	Openness	3.70	Very high
6	Environment Concern	3.54	Very high
7	Green Purchasing Behaviour	3.65	Very high

Based on Table 1, young consumers of Sociolla Indonesia are the persons who has personality extrovert, humble, careful in act, have good emotional control, open with new things, has high environmental concern, and has eco-friendly environmental purchasing behaviour.

#### 4.2 Data Analysis

This analysis has started with validity and reliability testing. Variable declared valid if outer loading / loading factor > 0.70 and AVE > 0.50 and reliable declared if composite reliability > 0.70. In this study, all of variables is valid and reliable because all indicators qualify the validity and reliability tet requirements (Table 2).

**Table 4**

Variable	Indicators	Outer Loading	AVE	Composite Reliability
Extraversion	X1.1	1,000	1,000	1,000
Agreeableness	X2.1	1,000	1,000	1,000
Conscientiousness	X3.2	1,000	1,000	1,000
Neuroticism	X4.2	1,000	1,000	1,000
Openness	X5.2	1,000	1,000	1,000
Environment Concern	Z1.1	1,000	1,000	1,000
Green Purchasing Behaviour	Y1.1	1,000	1,000	1,000

Results of R-Square in this study i.e that mediation variable (environmental concern) and dependent variable (green purchasing behaviour) as much as 10.2% and 22.8% has influenced by *extraversion*, *agreeableness*, *conscientiousness*, *neuroticism*, and *openness*. As much as 89.8% and 77.2% has influenced by others variables outside this study (Table 3).

**Table 5**

Variable	R-Square	Percentage
Environment Concern	0.102	10,2%
Green Purchasing Behaviour	0.228	22,8%

Hypothesis and framework in this study are:

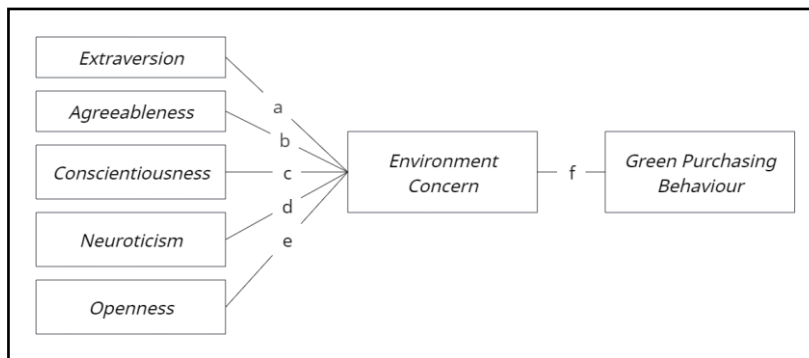
H1 (a-f): Extraversion influenced green purchasing behaviour through consumers environmental concern as mediator.

H2 (b-f): Agreeableness influenced green purchasing behaviour through consumers environmental concern as mediator.

H3 (c-f): Conscientiousness influenced green purchasing behaviour through consumers environmental concern as mediator.

H4 (d-f): Neuroticism influenced green purchasing behaviour through consumers environmental concern as mediator.

H5 (e-f): Openness influenced green purchasing behaviour through consumers environmental concern as mediator.



**Figure 9**

Path coefficients indirect effects & direct effects showed that from all five personality traits, it’s only one that has influenced green purchasing behaviour directly. Besides, Table 4 showed that from all big five personality traits, it’s only one that influenced green purchasing behaviour through environmental concern as mediator.

**Table 6**

Hypothesis ( <i>Indirect Effect</i> )	<i>P-Values</i>	<i>Direct Effect</i>	<i>P-Values</i>
X1 - Z - Y	0.054	X1 - Y	0,277
X2 - Z - Y	0.223	X2 - Y	0,161
X3 - Z - Y	0.314	X3 - Y	0,280
X4 - Z - Y	0.048	X4 - Y	0,019
X5 - Z - Y	0.227	X5 - Y	0,068

Based on Table 4, p-values of hypothesis 1 is  $0.054 > 0.05$ . It’s means hypothesis rejected and it’s means no mediation and no effect (Hair, Hult, Ringle, & Sarstedt, 2022:234). This results isn’t same like the study that conducted by Fatoki (2022), extraversion influenced green purchasing behaviour. But, this study has same results with the study that conducted by Duong (2022), extraversion doesn’t having correlation with green purchasing behaviour.

Based on Table 4, p-values of hypothesis 2 is  $0.223 > 0.05$ . It's means hypothesis rejected and it's means no mediation and no effect. This results isn't same like the study that conducted by Fatoki (2022), agreeableness influenced green purchasing behaviour. But, this study has same results with the study that conducted by Li et al. (2023), extraversion doesn't having signification with green purchasing behaviour.

Based on Table 4, p-values of hypothesis 3 is  $0.314 > 0.05$ . It's means hypothesis rejected and it's means no mediation and no effect. This results isn't same like the study that conducted by Li et al. (2023), conscientiousness influenced green purchasing behaviour. But, this study strengthened by the study that conducted by Duong (2022), conscientiousness doesn't having correlation with green purchasing behaviour.

Based on Table 4, p-values of hypothesis 4 is  $0.048 < 0.05$ . It's means hypothesis accepted and it's means partial mediation. (Hair et al., 2022:235). This results isn't same like the study that conducted by Li et al. (2023), neuroticism doesn't influenced green purchasing behaviour. But, the study that conducted by Duong (2022), said that neuroticism has correlation with green purchasing behaviour. The level of anxiety and high emotional stabilize has correlation with environmental conservation (Crespo et al., 2023). It's mean that, when an individual can control their emotional well, they can think about the effect from their behavioural.

Based on Table 4, p-values of hypothesis 5 is  $0.277 > 0.05$ . It's means hypothesis rejected and it's means no mediation and no effect. This results isn't same like the study that conducted by Fatoki (2020), openness influenced green purchasing behaviour. But, this study strengthened by the study that conducted by Li et al. (2023), openness doesn't having significant effect to green purchasing behaviour.

Based on the results, the cause of extraversion, agreeableness, conscientiousness, & openness hasn't influenced green purchasing behaviour through environmental concern as mediator was found. Li et al. (2023) said that the low level of education enabled respondents to receiving environmental knowledge. Respondents in this study is dominated by they who have education in Senior High School, so they don't have enough environmental knowledge.

## 5. Conclusions

This study aims to know about the influence of personality traits in green purchasing behaviour through environmental concern as mediator. Variable personality traits elaborated based on big five personality traits models theory: extraversion, agreeableness, conscientiousness, neuroticism, & openness. The result of this study is from extraversion, agreeableness, conscientiousness, neuroticism, & openness, only neuroticism that influenced green purchasing behaviour of young consumers mediating by consumers environmental.

Based on the results of this study, researchers recommend that green product company create programs that can increase consumption of green products and for the next study, researchers can use another variable exclude this study. Because of neuroticism has influenced green purchasing behaviour, then green product company or another company that want to implementing green activity, can create educational program about emotional control can help to reduce environmental damage.

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