Green Marketing and Environmental Knowledge as a Drivers of Green Purchase Behavior: A Study of Instagram Followers of Thriftshop in Malang

Muhammad Rizky Rahmasmara Putra[1] and ,Titis Shinta Dhewi [2]

[1,2]Universitas Negeri Malang, Jl. Semarang No. 5, Kota Malang 65145, Jawa Timur,

Indonesia

titis.shinta.fe@um.ac.id

Abstract

The purpose of this study is to address issues surrounding the existence of products that are deemed greener and more ecologically friendly than those found at secondhand stores. The quick fashion movement, which has detrimental effects on the environment and the sustainability of natural resources, can be countered by the phenomena of thrifting. Additionally, by examining the environmental awareness of Malang City's thrift store Instagram followers, one can ascertain the impact of green marketing on environmentally conscious consumer behavior. Purposive sampling was the method employed, and 225 Malang City thrift store followers who had bought and utilized thrift store goods were included in the sample. Partial Least Squares (PLS-SEM) with SmartPLS 4.0 software is used in statistical analysis. According to the study's findings, goods from thrift stores are thought to be more sustainable and safer. Thrift stores benefit greatly from Instagram's social media presence when it comes to selling their goods online. Through environmental understanding, green marketing has a good and considerable impact on green purchasing behavior. Businesses involved in the thrifting industry, particularly in Indonesia, such as thriftshops, can enhance their green marketing tactics to the advantage of customers, the company's reputation, and the environment.

Keywords: environmental knowledge; green marketing; green purchase behavior; thrift; thriftshop

1   Introduction

The advancement of the economy has been closely linked to technological growth. However, due to overuse and exploitation of natural resources brought about by this progress, the environment is now polluted and damaged [1]. The textile and fashion industry significantly contributes to environmental damage, with approximately 1.2 billion tons of greenhouse gases produced annually, surpassing the combined emissions from international flights and shipping [2]. From 2013 to 2022, Indonesia imported an average of 2.16 tons of textile products per year, with an average import value of US$8.8 billion annually. Imported textile goods include silk, filaments, woven fabrics, knitwear, wool, and various other textile products. This import activity is driven by the

concept of fast fashion, characterized by rapidly changing clothing trends and the demand for affordable, cheaply priced garments by consumers [3].

The term "sustainable fashion" has emerged as a solution to the negative environmental impacts of fast fashion. Creating and using textiles sustainably offers various benefits, including reducing environmental impact, minimizing pollution, ensuring consumer safety, cutting production costs, and improving community well-being [4]. Same with the concept of sustainable clothing, thrifting can be seen as an alternative to help reduce textile waste and the environmental pollution caused by clothing. Thrifting culture in the fashion industry represents a resistance to the culture of consumerism surrounding fast fashion products [5]. Thrifting, or the purchase of second-hand clothing, is an environmentally friendly activity as it extends the lifecycle of clothing and maximizes its use. Therefore, thrifting lessens the quantity of garbage that ends up in landfills and contributes to ecological durability through the principles of reduce, reuse and recycle.

By opting for thrifting products instead of fast fashion items, consumers contribute to reducing carbon emissions and support a circular economy focused on waste reduction and reuse. Thrifty products are part of a sustainable cycle, where resources and materials are used for the longest amount of time possible, fitting into the 3R principle. Despite the advantages and disadvantages of thrifting products, thrifting nevertheless provides a more environmentally friendly fashion option. It's essential to shop according to needs and avoid impulsive purchases.

Thrifting, the process of purchasing and reselling old apparel, has seen a resurgence in demand among millennials [6]. Unlike in the past, thrifting now takes place boldly through social media platforms, with Instagram being a popular choice in Indonesia, offering a platform for businesses to promote their thrift products to a wide audience. Many thrift shops in Malang City have gained significant Instagram followings, indicating a strong interest in thrifting among the local community.

Eco-friendly marketing through platforms such as Instagram and TikTok is essential for promoting green marketing and environmental sustainability [7]. Green marketing emphasizes environmentally sustainable products and their positive impact on consumers and businesses [8]. Thrift shops employing green marketing principles offer environmentally friendly and reusable clothing, focusing on both profit and environmental impact [9].

2   Literature Review And Hypothesis Development

Green Marketing According to [10] green marketing is a company's activity to plan, promote products, set prices and distribution of processes in a way that is not harmful to the environment. Green marketing is interpreted as a potential and effective step because it has dual benefits for society as consumers and for business actors [11]. Green marketing four elements of the marketing mix develop 4P (product, price, Promotion

and place) as a means of selling products offered by prioritizing benefits in maintaining the environment which is described by emphasizing the disposal of toxic emissions, waste management before disposal and energy efficiency [12].

Environmental Knowledge Environmental knowledge leads to a person's understanding of various things and objects that are sensitive to the environment [13]. [14] states that environmental knowledge is interpreted as a collection of ecological knowledge of the Community related to the environment, including steps or activities that help protect the environment from damage and commitment to their behavior to use and utilize environmentally friendly products. Buyer with a higher level of environmental knowledge towards environmental desires will show more concern, this is indicated by the consumer's steps in carrying out environmentally friendly purchasing behavior through the selection and utilization of environmentally friendly products compared to other goods and tend to be interested in sustainable products compared to products that are not durable [15].

Environmentally Friendly Purchasing Behavior Consumer attitudes in making purchases or utilizing products that have minimal impact on environmental damage [16]. According to [17] Environmentally friendly purchasing behavior is the purchase of products with minimal risk of environmental damage, sustainable or called environmentally friendly products. Environmentally friendly purchasing behavior is closely related to consumer decisions to make purchases and use goods or services [18]. [18] states that green purchase behavior is interpreted as steps or efforts by the community to identify requirements, make wise decisions, use products that give environmental sustainability first priority, and engage in green marketing initiatives.

3   Influence between variables

In a study conducted by Bestari & Butarbutar (2021), It was discovered that green marketing has a significant influence on environmentally friendly purchasing intentions, This ultimately results in environmentally friendly purchasing behavior [19]. Yaputra et al. (2023) also revealed that consumers tend to choose products that are aligned with green marketing, and most respondents admitted that green marketing greatly influences their product choices [18]. This supports the findings of Abid & Latif (2015) and Rahman et al. (2019), which state that green marketing significantly and positively affects environmentally friendly purchasing behavior [20].
H1: Green Marketing has a noteworthy and favorable impact on Green Buyer Behavior among Instagram thrift shop followers in Malang City.

Green marketing serves as a medium to enhance environmental knowledge in the community. Environmental knowledge refers to a person's fundamental understanding of the steps or efforts that can be taken to participate in protecting the environment, such as addressing issues like company waste that can pollute the environment [21].

Widyasari & Handayani (2021) noted that both green marketing and environmental knowledge have an impact on the decision to purchase environmentally friendly products. The more effectively green marketing is implemented, the more it can enhance consumer environmental knowledge and awareness, thus encouraging environmentally friendly product utilization activities [22].

H2: Green Marketing has a noteworthy and favorable impact on Environmental Knowledge among Instagram thrift shop followers in Malang City.

Environmental knowledge useful for connecting environmentally friendly marketing initiatives and environmentally friendly purchasing behavior, as noted by Kautish et al. (2019) [23]. It refers to a person's attitude, supported by environmental knowledge, in purchasing and consuming environmentally friendly products [16]. Maichum et al. (2016) explained that buyer with environmental knowledge are motivated to utilize environmentally friendly products, demonstrating a strong correlation between environmental awareness and eco-friendly consumer behavior [24].

H3: Environmental Knowledge has a noteworthy and favorable impact on Eco-Friendly Purchasing Behavior among Instagram thrift shop followers in Malang City.

According to Gema et al. (2023), green marketing influences eco-friendly purchasing behavior through environmental knowledge [25]. Alrizki & Kusuma Dewi (2024) also found that green marketing influences eco-friendly purchasing behavior through environmental knowledge, and Fahlepi & Widodo (2022) showed that environmental knowledge mediates between eco-friendly marketing and purchasing behavior. This suggests that green marketing has an indirect effect on eco-friendly purchasing behavior through environmental knowledge [26], [27].

H4: Green Marketing has a noteworthy and favorable impact on Green Buying Behavior through Environmental Knowledge among Instagram followers of thrift shops in Malang City.

Figure 1 depicts the conceptual structure of this study, which is based on this hypothesis.
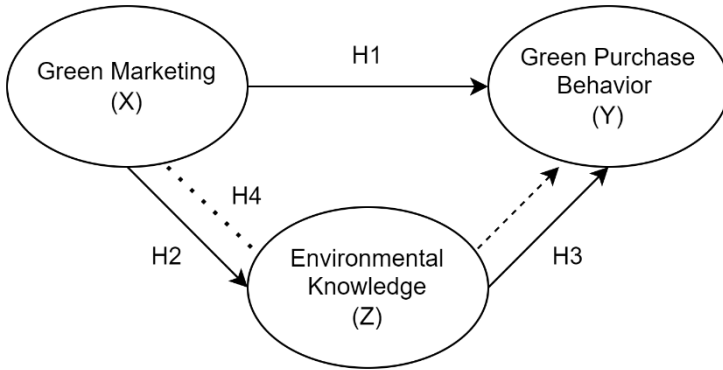
Source: Processed by researchers (2024)
Figure 1. Conceptual Framework

4   Research Methods

This research employs a quantitative approach using descriptive and explanatory research methods to elucidate the connection between variables X, Y, and Z. The study focuses on the population of Instagram followers of thrift shops in Malang City, which is considered to have an infinite population due to the uncertainty regarding the number of Instagram followers who have purchased thrift products. A total of 225 respondents were chosen through purposive sampling, based on specific criteria: being Instagram followers of a thrift shop in Malang City and having purchased and used thrift products. Information was gathered using a Google Form questionnaire distributed via Instagram, including the following link: (https://www.instagram.com/dalbo.fest/). The questionnaire utilized a scale likert ranging from 1 to 5 (strongly disagree to strongly agree) for assessing each variable item.

Table 1 lists the study tools that were utilized to gauge the variables.

Table 1
Research Instrument Grid

Variable	Indicator	No Item	Question Items
Green Marketing (X) (Mahmod, dkk, 2017)	*Green Promotion*	GM1	Holding special events (bazaars/festivals) to conduct environmentally friendly buying and selling activities
		GM2	Supporting seminar/discussion activities related to the environment
		GM3	Appealing to consumers to use environmentally friendly products
		GM4	Contribute to supporting the environment (minimizing waste / pollution)
	Green Place	GM5	Eco-friendly thrift products are generally sold at thriftshops.
		GM6	Providing an easy experience of buying thrift products
		GM7	Cooperate with environmentally friendly shipping agents
		GM8	Thriftshop & Thriftfest in Malang City is clean
	Green Product	GM9	Selling products that do not have the potential to harm consumers
		GM10	Thrifting products can reduce pollution (in the form of waste) because they are reused products.
		GM11	Selling products that are safe from hazardous substances (dyes/textiles)

		GM12	The cheap price of thrift products makes me interested in buying them.
	Green Price	GM13	The price gap between thrift products and conventional products is huge.
		GM14	The price of thrift products is commensurate with their quality
Environmental Knowledge (Z) (Uddin & Khan, 2018)	Knowledge environmental problem	EK1	Knowledgeable about environmental issues
	Green product knowledge	EK2	Have the latest knowledge about environmentally friendly products
	Understanding green symbol	EK3	Understanding the symbols used on environmentally friendly product packaging
Green Purchase Behavior (Y) (Uddin & Khan, 2018)	Purchasing green product	GPB1	Have you ever purchased thrift products that are safe for the environment (minimize waste & pollution)
		GPB2	Often buy thrift products that are safe for the environment (minimize waste & pollution)
	Purchasing product with green packaging	GPB3	Buy thrift products with environmentally friendly packaging

Source: Processed by Researchers (2024)

To test the structural model in this study, the SEM-PLS technique was used with the help of SmartPLS 4.0 software. The instrument in this study, the Green Marketing variable (X) has 14 question items adopted from Mahmod, et al. (2017), while the Environmental Knowledge variable (Z) has 3 question items adopted from Uddin &

Khan (2018), and in the Green Purchase Behavior variable (Y) there are 3 items adopted from Uddin & Khan (2018).

5   Results And Discussion

There were 225 respondents in all for this survey. Respondent criteria in table 2 include information that the majority of respondents are female (58.7%) and the rest are male with a percentage (41.3%), with an age range of 19 to 25 years (61.8%) with student status (44%), income level of 1 million rupiah – 2 million rupiah per month (19.6%) and expenditure level of 5 hundred thousand rupiah - 1 million rupiah (30.2%) followed by expenditure level of 1 million rupiah – 2 million rupiah (30.2%). All respondents (100%) in this study were Instagram followers of one of the thriftshops in Malang City and who had purchased and used thrift products.

Table 2
Features of the Respondents

No.	Gender	Amount	Percentage (%)
1.	Man	93	41,3
2.	Ladies	132	58,7
	Total	**225**	**100%**
No.	Age Range	Amount	Percentage (%)
1.	10 - 18 years old	2	0,9
2.	19 - 25 years old	139	61,8
3.	26 - 35 years old	83	36,9
4.	36 - 45 years old	1	0,4
	Total	**225**	**100%**
No.	Work	Amount	Percentage (%)
1.	Students	99	44
2.	government employees	25	11,1
3.	Trader/entrepreneur	25	11,1
4.	Private sector employee	70	31,1
5.	Housewife	3	1,3

M. R. R. Putra and T. S. Dhewi

6.	Police	1	0,4
	Total	**225**	**100%**
No	**Income (IDR)**	**Amount**	**Percentage (%)**
1.	< 5 hundred thousand	9	4
2.	5 hundred thousand - 1 million	34	15,1
3.	1 million – 2 million	44	19,6
4.	2 million - 3.million	40	17,8
5.	3 million – 4 million	38	16,9
6.	4 million - 5 million	32	14,2
7.	> 5 million	28	12,4
	Total	**225**	**100%**
No	**Expenditure (IDR)**	**Amount**	**Percentage (%)**
1.	< 5 hundred thousand	25	11,1
2.	5 hundred thousand – 1 million	68	30,2
3.	1 million – 2 million	68	30,2
4.	2 million – 3 million	32	14,2
5.	3 million – 4 million	16	7,1
6.	4 million – 5 million	7	3,1
7.	> 5 million	8	3,6
	Total	**225**	**100**

Source: Processed by Researchers (2024)

6 Descriptive Statistical Data Analysis Results

The green marketing variable in this study was measured by 4 indicators. Based on the processed sample, the frequency distribution results for the green marketing variable have 14 statement items which are displayed in the table that follows:

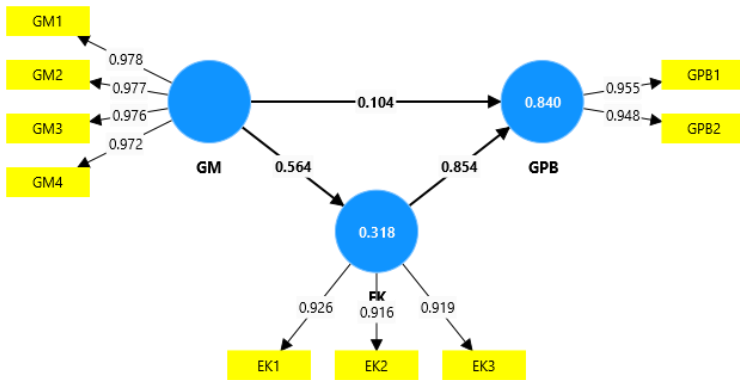**Table 3**

Frequency Distribution Of Variables

No Item	5 (SS)		4 (S)		3 (CS)		2 (TS)		1 (STS)		Mean
	f	%	F	%	F	%	f	%	f	%	
GM1	Holding special events (bazaars/festivals) to conduct environmentally friendly buying and selling activities										3.653
	79	35,1	78	34,7	9	4	39	17,3	20	8,9	
GM2	Supporting seminar/discussion activities related to the environment										3.662
	87	38,7	67	29,8	16	7,1	28	12,4	27	12	
GM3	Appealing to consumers to use environmentally friendly products										3.533
	74	32,9	72	32	23	10,2	20	8,9	36	16	
GM4	Contribute to supporting the environment (minimizing waste / pollution)										3.631
	70	31,1	74	32,9	36	16	28	12,4	17	7,6	
GM5	Eco-friendly thrift products are generally sold at thriftshops										3.502
	57	25,3	80	35,6	37	16,4	26	11,6	25	11,1	
GM6	Providing an easy experience of buying thrift products										3.547
	63	28	83	36,9	28	12,4	26	11,6	25	11,1	
GM7	Cooperate with environmentally friendly shipping agents										3.551
	63	28	87	38,7	18	8	34	15,1	23	10,2	
GM8	Thriftshop & Thriftfest in Malang City is clean										3.564
	72	32	77	34,2	18	8	34	15,1	24	10,7	
GM9	Selling products that do not have the potential to harm consumers										3.484
	61	27,1	92	40,9	15	6,7	19	8,4	38	16,9	
GM10	Thrifting products can reduce pollution (in the form of waste) because they are reused products.										3.631
	75	33,3	72	32	28	12,4	26	11.6	24	10,7	

GM11	Selling products that are safe from hazardous substances (dyes/textiles)									3.609
	81	36	70	31,1	20	8,9	22	9,8	32	14,2	
GM12	The cheap price of thrift products makes me interested in buying them									3.609
	77	34,2	73	32,4	20	8,9	30	13,3	25	11,1	
GM13	The price gap between thrift products and conventional products is huge									3.573
	71	31,6	72	32	28	12,4	31	13,8	23	10,2	
GM14	The price of thrift products is commensurate with their quality									3.556
	70	31,1	82	36,4	14	6,2	33	14,7	26	11,6	
EK 1	Knowledgeable about environmental issues									3.627
	73	32,4	77	34,2	21	9,3	34	15,1	20	8,9	
EK2	Have the latest knowledge about environmentally friendly products									3.427
	56	24,9	85	37,8	24	10,7	23	10,2	37	16,4	
EK3	Understanding the symbols used on environmentally friendly product packaging									3.436
	59	26,2	78	34,7	27	12	31	13,8	30	13,3	
GPB1	Have you ever purchased thrift products that are safe for the environment (minimize waste & pollution)									3.560
	66	29,3	82	36,4	21	9,3	31	13,8	25	11,1	
GPB2	Often buy thrift products that are safe for the environment (minimize waste & pollution)									3.453
	63	28	74	32,9	28	12,4	28	12,4	32	14,2	
GPB3	Buy thrift products with environmentally friendly packaging									3.653
	76	33,8	73	32,4	22	9,8	35	15,6	19	8,4	

Source: Processed by Researchers (2024)

7   SEM-PLS Data Analysis Results

A measuring model on the outside and a structural model on the inside make up a SEM-PLS analysis. Outer model testing is carried out to test the validity and reliability of each item in the variable.

Source: Research results, processed with Smart PLS 4.0 (2024)

Figure 2. Outer Model

Table 4

Loading Factor Value (Convergent Validity)

Variable	Indicator	Loading Factor	SE	Information
Green Marketing	GM1	0.978	0.7	Valid
	GM2	0.977	0.7	Valid
	GM3	0.976	0.7	Valid
	GM4	0.972	0.7	Valid
Environmental Knowledge	EK1	0.926	0.7	Valid
	EK2	0.916	0.7	Valid
	EK3	0.919	0.7	Valid
Green Purchase Behavior	GPB1	0.955	0.7	Valid
	GPB2	0.948	0.7	Valid

Source: processed with Smart PLS 4.0 by researchers (2024)

The loading factor value for each variable indicator shows the results of the convergent validity test. Based on table 4, all items from all variables are declared valid because the outer loading value is > 0.70. This means that the research instrument used in the test is valid and consistent for analysis. In addition, the following shows the results of the convergent validity test using AVE value

Table 5

AVE Value

Variable	AVE	Information
Green Marketing	0.847	Valid

| Environmental Knowledge | 0.952 | Valid |
| Green Purchase Behavior | 0.905 | Valid |

Source: processed with Smart PLS 4.0 by researchers (2024)

Based on table 5, it is known that all variables produce an (AVE) value greater than 0.5. Thus, all items measuring the variables are declared valid.

Table 6
Cross Loading Value (Discriminant Validity)

Indicator	Green Marketing	Environmental Knowledge	Green Purchase Behavior
GM1	0.978	0.584	0.591
GM2	0.977	0.583	0.528
GM3	0.976	0.559	0.585
GM4	0.972	0.549	0.576
EK1	0.493	0.926	0.849
EK2	0.535	0.916	0.851
EK3	0.528	0.919	0.819
GPB1	0.567	0.901	0.955
GPB2	0.546	0.834	0.948

Source: processed with Smart PLS 4.0 by researchers (2024)

Based on table 6, it is known that cross loading value of the indicators of the green marketing, environmental knowledge and green purchase behavior variables have a greater cross loading value than other variables, can be deduced that the discriminant validity value of each variable is good.

Table 7
***Fornell-Lacker Criterion* (Discriminant Validity)**

Variable	Green Marketing	Environmental Knowledge	Green Purchase Behavior
Green Marketing	0.976		
Environmental Knowledge	0.564	0.920	
Green Purchase Behavior	0.585	0.913	0.952

Source: processed with Smart PLS 4.0 by researchers (2024)

A construct is deemed valid when the root value of the AVE (Fornell Lacker Criterion) is greater than the correlation value between latent variables (Setiawan &

Setiawan, 2023). This is in addition to using the cross loading value to determine the discriminant validity. Table 7 shows that for every construct, the roots of the AVE (Fornell Lacker Criterion) are higher than the correlations with other variables.

Table 8
Reliability Test

Variable	Composite Reliabilty	Cronbach's Alpha	Information
Green Marketing	0.988	0.983	Reliable
Environmental Knowledge	0.943	0.910	Reliable
Green Purchase Behavior	0.950	0.896	Reliable

Source: processed with Smart PLS 4.0 by researchers (2024)

Reliability testing is carried out to determine whether the instrument used has a level of stability and consistency in measuring research variables. Reliability testing is used to measure the level of consistency of data generated from measurements carried out using the same object (Sugiyono, 2017:130). Considering the calculation of composite reliability and Cronbach alpha, If both the Cronbach alpha value and the composite reliability value are greater than 0.70 and 0.60, then all variables can be considered trustworthy. Table 8 demonstrates that all items from all variables in the reliability test met these requirements so that they can be said to be reliable.

Table 9
Nilai R-Square

Variable	R-Square
Green Purchase Behavior (Y)	0.840
Environmental Knowledge (Z)	0.518

Source: processed with Smart PLS 4.0 by researchers (2024)

R-Square value for the green purchasing habit variable is 0.840, or 84%, based on the data shown in Table 9. This shows that environmental knowledge and green marketing factors together have an 84% influence on green purchase behavior,

classifying it as strong or high influence. There are other factors that affect the remaining 16% that are not discussed in this study. Furthermore, the R-Square value of the environmental knowledge variable is 0.518, or 51.8%, indicating a moderate influence on the association between green marketing and green buying behavior. The remaining 48.2% is impacted by factors that cannot be described. According to Gozali (2016), the F-Square values of 0.02, 0.15, and 0.35 indicate mild, moderate, and substantial exogenous variable impacts on the endogenous variables at the structural level.

Table 10
Nilai F-Square

Variabel	Environmental Knowledge	Green Purchase Behavior	Green Marketing
Environmental Knowledge		3.116	
Green Purchase Behavior			
Green Marketing	0.466	0.046	

Source: processed with Smart PLS 4.0 by researchers (2024)

The results of table 10 show that the F-Square of the environmental knowledge variable (Z) on environmentally friendly purchasing behavior (Y) has a value of 3.116 which is classified as having a large or high influence. Furthermore, the F-Square of the green marketing variable (X) on the environmental knowledge variable (Z) has a value of 0.466 which is classified as having a large or high influence. While the F-Square of the green marketing variable (X) on the green purchase behavior variable (Y) has a value of 0.046 which is classified as having a small or low influence.

Table 11
Direct & Indirect Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values	Information
Green Marketing (X) →	0.104	0.106	0.035	2.947	0.003	H1 Diterima

Green Purchase Behavior (Y)						
Green Marketing (X) → Environmental Knowledge (Z)	0.564	0.563	0.063	9.006	0.000	H2 Diterima
Environmental Knowledge (Z) → Green Puchase Behavior (Y)	0.854	0.853	0.030	28.607	0.000	H3 Diterima
Green Marketing (X) → Environmental Knowledge (Z) → Green Purchase Behavior (Y)	0.482	0.480	0.049	9.820	0.000	H4 Diterima

Source: processed with Smart PLS 4.0 by researchers (2024)

The bootstrapping method is used in this study to ascertain the direct and indirect effects among the variables. An Original Sample value (O) or positive coefficient value (C), signifying a positive effect, is one of the criteria employed in the hypothesis test. Furthermore, according to Ghizali (2016), the criteria encompass a T-Statistics value greater than 1.96 and a P-Value value less than 0.05, signifying the importance of the impact of exogenous variables on endogenous variables.

Table 11 demonstrates the direct relationship between environmental knowledge (Z) and green purchasing behavior (Y) and green marketing (X). Using environmental

awareness (Z) as an intervening variable, green purchasing behavior (Y) is directly impacted. Furthermore, through environmental awareness (Z), the green marketing variable (X) indirectly influences green buying behavior (Y).

8   The Influence of Green Marketing on Green Purchase Behavior

According to the research, green marketing has a significant and positive impact on green purchase behavior. This confirms the acceptance of hypothesis H1, with an Original Sample (O) value of 0.104, indicating a strong relationship between X and Y. This significant link is further supported by a P-Value of 0.003, which is less than 0.05, and a T-Statistics value of 2.947, which is more than 1.96. These results are consistent with a study by Ali Muhammad (2021), which also found that green marketing directly influences environmentally friendly purchasing behavior. The application of green marketing by thriftfest & thriftshop in Malang City could involve supporting environmental seminars and discussions. This approach may lead to consumers showing a preference for purchasing environmentally friendly products with thrifty and eco-friendly packaging. Ultimately, it can be concluded that consumers are more satisfied and enjoy shopping when thriftshops and thriftfests in Malang City regularly host environmental seminars and discussions, and offer thrift products with environmentally safe packaging.

9   The Influence of Green Marketing on Environmental Knowledge

The outcomes of the data processing show that environmental knowledge is positively and significantly impacted by green marketing. This is supported by H2, with an Original Sample (O) value of 0.564, suggesting a significant relationship between X and Z. The T-Statistics value of 9.006 (> 1.96) and a P-Value of 0.000 (< 0.05) further confirm this relationship. These findings align with the research of Thoria Omer Mahmoud (2017), which demonstrates that green marketing directly and significantly affects environmental knowledge. In Malang City, green marketing activities such as thriftfest and thriftshop involve organizing seminars and discussions on environmental topics. As a result, consumers of thrifting products display a high level of knowledge about environmental issues. Therefore, it can be concluded that consumers who are knowledgeable about environmental problems are more likely to support and promote green products over conventional ones.

10   The Influence of Environmental Knowledge on Green Purchase Behavior

The results show that purchase behavior that is ecologically friendly is significantly and favorably impacted by environmental knowledge. With a T-Statistics value of 28.607, which is higher than 1.96, and an Original Sample (O) value of 0.854, which

shows a strong link between Z and Y, this is supported. This association is further supported by the P-Value of 0.000 (less than 0.05). These findings are consistent with the study conducted by Soomro, R.B. & Mirani, I.A. (2020), which reveals a direct and substantial relationship between environmental knowledge and environmentally friendly shopping behavior. Environmentally conscious consumers are more likely to be aware of the problems associated with thrift store products. As a result, they tend to prefer purchasing thrift products with environmentally friendly packaging, thereby exhibiting green purchase behavior. In conclusion, it can be inferred that when consumers are knowledgeable about environmental issues, they are more likely to choose and use green products over conventional ones.

11 The Influence of Green Marketing on Green Purchase Behavior through Environmental Knowledge

Green marketing, through promoting environmental awareness, has a major beneficial influence on green purchasing behavior. This is supported by the strong association between X and Y through Z, as shown by the positive Original Sample (O) value of 0.482, a significant T-Statistics value of 9.820 ($> 1, 96$), and a P-Value of 0.000 (< 0.05). According to a 2021 study by Ali Muhammad, environmental information has a direct and considerable impact on green purchase behavior, which is in line with this.

It is significant to note that the effect of environmental knowledge (H4) on green purchase behavior (green marketing) is 0.482, indicating that the direct effect between variables in H4 is greater than that of H1. The effect of green marketing (H1) on green purchase behavior is only 0.104. Thus, it can be concluded that one important factor in the relationship between green marketing and eco-friendly purchasing behavior is the existence of environmental awareness as a mediating variable.

This interpretation is supported by the highest value for each variable. For the green marketing variable (X), thriftfest and thriftshop in Malang City support activities such as seminars, discussions, and special events (bazaars/festivals) to promote environmentally friendly buying and selling activities. In the environmental knowledge variable, it is evident that consumers have a deep understanding of environmental issues and the symbols used on environmentally friendly product packaging.

In the green purchase behavior variable, it is observed that consumers have purchased thrift products that are considered environmentally safe (minimizing waste and pollution) and prefer thrift products with environmentally friendly packaging. Based on this explanation, it can be concluded that green marketing influences environmentally friendly purchasing behavior through environmental knowledge. This is due to the implementation of green marketing in thriftshops in Malang City, which supports activities related to the environment and has led to heightened consumer knowledge about thrifting products and environmental issues. As a result, this has encouraged and increased green purchasing behavior, with consumers opting for

environmentally safe thrift products or second-hand clothing over conventional products.

12   Conclusion

According to the study's findings, green marketing and ecologically conscious consumer behavior are positively and significantly correlated. Furthermore, environmental knowledge is positively and significantly impacted by green marketing, and purchasing behavior that is ecologically friendly is positively and significantly influenced by environmental knowledge. Green marketing and environmentally friendly consumer behavior are significantly impacted by environmental awareness, which works as a mediator. Practical implications of these results suggest that thrift shops and businesses in the thrifting sector can enhance their green marketing strategies to attain significant benefits, both in terms of the economy and reputation. By focusing on the ecosystem and environmentally friendly aspects, thrift shops can appeal to more consumers who are increasingly conscious of the importance of reducing waste and reusing goods. It's crucial to remember that this study is concentrated on a particular product and particular Malang City secondhand stores. Future research should explore a wider range of thrift shops and thrift fests in Indonesia to assess impact of green marketing at environmentally friendly purchasing behavior across different regions. Additionally, future research can consider utilizing other social media platforms such as YouTube, Twitter and online shopping platforms to gain different insights. Furthermore, researchers can modify the research model by including variables like green purchasing behavior and green purchasing intention.

References

[1] Jinan, A. S. I., Surachman, S., & Djumahir, D. (2022). Analysis of the Effect of Green Marketing and Environmental Knowledge on Purchase Intentions Mediated by Brand Image. *International Journal of Environmental, Sustainability, and Social Science*, *3*(1), 47–58. https://doi.org/10.38142/ijesss.v3i1.157

[2] Tiara A, L. P. (2023). *(Produksi Karya Majalah Tentang Dinamika Di Balik Karya Majalah Dinamika Dibalik Trend Circular Fashion : Thrifting (Poppin ' S Magazine)*.

[3] Endrayana, J. P. M., & Retnasari, D. (2021). Penerapan Sustainable Fashion dan Ethical Fashion dalam Menghadapi Dampak Negatif Fast Fashion.

Prosiding Pendidikan Teknik Boga Busana, *16*(1), 1–6. https://journal.uny.ac.id/index.php/ptbb/article/view/44683

[4] Shafie, S., Kamis, A., Ramli, M. F., Abu Bedor, S., & Ahmad Puad, F. N. (2021). Fashion Sustainability: Benefits of Using Sustainable Practices in Producing Sustainable Fashion Designs. *International Business Education Journal*, *14*(1), 103–111.

[5] Aswadana, P., Ayunda, D., Rahayu, S., & Effendy, M. A. A. (2022). Pandangan Mahasiswa Universitas Negeri Surabaya Terhadap Perubahan Gaya Hidup Akibat Fenomena Thrifting. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS) 2022*, *532*, 532–540.

[6] Ghilmansyah, R., Nursanti, S., & Utamidewi, W. (2022). Fenomena Thrifting sebagai Gaya Hidup Milenial Bogor. *Jurnal Nomosleca*, *8*(1), 1–16. https://doi.org/10.26905/nomosleca.v8i1.6308

[7] Hening, R., Putri, A. B., & Febriyanti, S. N. (2023). Green Marketing Communication Strategy For Smartools Rechargeable Batteries Via Social Media (Tiktok, Instagram And Youtube) Strategi Green Marketing Communication Baterai Isi Ulang Smartools Melalui Media Sosial (Tiktok, Instagram Dan Youtube) Article I. *Journal of Social and Economics Research*, *5*(2), 732–747. https://idm.or.id/JSER/index.

[8] Karlina, G., & Setyorini, R. (2018). Pengaruh Green Marketing Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Mediator (Studi Pada Innisfree Bandung). *Management & Accounting Expose*, *1*(2), 56–65.

[9] Suhendra, I. (2021). *SEBAGAI VARIABEL INTERVENING (Studi pada member Tupperware di Kota Pendahuluan*. *February*. https://doi.org/10.48181/jrbmt.v1i1.2606

[10] Manongko, & Allen. (2018). Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behavior). In *Manado: Yayasan Makaria*.

[11] Putripeni, M. P. (2014). *KEPUTUSAN PEMBELIAN (Studi pada Konsumen The Body Shop Mall Olympic Garden Malang)*. *10*(1), 1–10.

[12] Maheswari, S. P. (2014). Awareness of Green Marketing and Its Influence on Buying Behavior of Consumers. *Research Review International Journal of Multidisciplinary*, *6*(2), 37–39. https://doi.org/10.31305/rrijm.2021.v06.i02.008

[13] Lee, K. (2010). The green purchase behavior of hong kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, *23*(1), 21–44. https://doi.org/10.1080/08961530.2011.524575

[14] Chen, L. (2013). A Study of Green Purchase Intention Comparing with Collectivistic (Chinese) and Individualistic. *Information Management and Business Review*, *5*(7), 342–346.

[15] Diash, A. F., & Syarifah, D. (2021). Pengaruh Environmental Knowledge dan Environmental Concern terhadap Green Purchase Intention pada Generasi Milenial. *Buletin Riset Psikologi Dan Kesehatan Mental (BRPKM)*, *1*(1), 551–559. https://doi.org/10.20473/brpkm.v1i1.26747

[16] Putra, I., & Suryani, A. (2015). Peran Green Trust Dalam Memediasi Green Perceived Value Terhadap Green Purchase Behavior Pada Produk Organik. *E-Jurnal Manajemen Universitas Udayana*, *4*(10), 242884.

[17] Soomro, R. B., Mirani, I. A., Sajid Ali, M., & Marvi, S. (2020). Exploring the green purchasing behavior of young generation in Pakistan: opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship*, *14*(3), 289–302. https://doi.org/10.1108/apjie-12-2019-0093

[18] Yaputra, H., Risqiani, R., Lukito, N., & Prabowo Sukarno, K. (2023). Pengaruh Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Terhadap Green Purchasing Behavior (Studi Pada Kendaraan Listrik). *Journal of Indonesia Marketing Association*, *2*(1), 71–90. https://journal-ima.org

[19] Bestari, D. K. P., & Butarbutar, D. A. (2021). Implementation of Green Marketing Strategies and Green Purchase Behavior as Efforts to Strengthen the Competitiveness of MSMEs in Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *4*(1), 243–254. https://doi.org/10.33258/birci.v4i1.1588

[20] Abid, M., & Latif, T. A. (2015). Green Marketing Towards Green Purchase Behavior. *MAGNT Research Report*, *3*(7), 44–60.

[21] Mahmood, Tan, Z., Sadiq, B., Bashir, T., Hassan, & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability (Switzerland)*, *14*(10). https://doi.org/10.3390/su14105939

[22] Widyasari, M., & Handayani, S. (2021). "The Influence of Green Marketing and Environmental Knowledge on Buying Decision Through Buying Interest of LocknLock Customers." *UMY Grace Proceedings*, *1*(1), 501–514.

[23] Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, *228*, 1425–1436. https://doi.org/10.1016/j.jclepro.2019.04.389

[24] Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability (Switzerland)*, *8*(10), 1–20. https://doi.org/10.3390/su8101077

[25] Gema, Anggraini, R., & Trisakti, U. (2023). *Pengaruh Green Marketing Terhadap Green Buying Behavior Yang Dimediasi Oleh Environmental*.

12(2), 755–769.

[26] Alrizki, G., & Kusuma Dewi, C. (2024). Pengaruh Green Marketing terhadap Green Buying Behavior Melalui Environmental Knowledge: Studi pada Unilever Indonesia. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *6*(3), 4047–4061. https://doi.org/10.47467/alkharaj.v6i3.6208

[27] Fahlepi, M. R., & Widodo, T. (2022). Pengaruh Green Marketing Terhadap Green Buying Behavior Pada Produk Innisfree Dengan Environmental Knowledge Dan Green Consumption Sebagai Variabel …. *EProceedings …*, *9*(5), 2874–2882. https://openlibrarypublications.telkomuniversity.ac.id/index.php/manage ment/article/view/18386%0Ahttps://openlibrarypublications.telkomuniv ersity.ac.id/index.php/management/article/download/18386/17991

[28] Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence and Planning*, *40*(3), 310–327. https://doi.org/10.1108/MIP-11-2018-0543

[29] Azizah, N., Carolina, P. S., & Alfaizi, M. R. (2020). Pengaruh Penentuan Strategi Komunikasi Pemasaran Terhadap Minat Beli Masyarakat Pada Produk Lokal. *Jurnal Ilmiah Komunikasi Makna*, *8*(2), 87. https://doi.org/10.30659/jikm.v8i2.11263

[30] Rahman, M. S., Hossain, M. I., & Hossain, G. M. S. (2019). Factors Affecting Environmental Knowledge and Green Purchase Behavior of Energy Saving Light Users in Bangladesh: An Empirical Study. *International Journal of Academic Research in Economics and Management Sciences*, *8*(3). https://doi.org/10.6007/ijarems/v8-i3/6625