

# Exploring the Influence of Subjective Norms, Personal Naturalism, and Social Impacts on Female Consumers Green Purchase Intentions

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**Abstract:** This study aims to identify factors that influence attitude woman towards green products, with a focus on subjective norms, personal naturalism, and environmental impacts. social. Working women beginner aged 21-30 years in Bali who consume green products are the samples in this study. The method used is approach quantitative with descriptive research design correlational. Data were collected using questionnaire that was measured with Likert scale, which was then analyzed using SPSS for validity, reliability, and regression tests multiple. The results of the study show that subjective norms and personal naturalism have influence significant to attitude woman towards green products ( $p < 0.05$ ), while the impact social although positive, does not show influence significant in a way statistics. This study provides important insights for marketers in designing green product marketing strategies with emphasize support social and sustainability values. These findings also enrich theory behavior planned with integrate factor social and psychological in purchasing green products.

**Keyword:** Attitude towards green products ; Subjective norms ; Personal naturalism; Impact social ; Behavioral theory planned.

## How to cite this article (APA)

Chrisniyanti, A., Saputra, K, S, A. (2024). Exploring the Influence of Subjective Norms, Personal Naturalism, and Social Impacts on Female Consumers Green Purchase Intentions. *Journal of Business and Management*, 4(2), 79-87. <https://doi.org/10.52432/justbest.4.2.79-87>

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*Journal of Sustainable Business and Management*

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## Introduction

Improvement awareness will environmental and sustainability issues have changed people's consumption patterns, with green products or environmentally friendly is getting more and more special attention from consumers (Putri et al., 2023). Green products, which are defined as an item that minimizes negative impact on the environment, becoming an important choice among consumers who care about preservation nature (Made et al., 2017). This change is not only triggered by environmental policies. government or market trends, but also by changes in consumer values and lifestyles, especially among women. Women, especially those aged 21-30, are often the ones who take decision major consumer in household purchases, making them an important group in influencing the green product market.

In Bali, as one of the area with high environmental awareness, there is improvement interest towards green products (Wandari & Darma, 2021). However, even though This trend is growing, still Many people do not understand clearly the factors that influence attitude woman towards green products. Several previous studies have shown that the factors social and psychological play significant role in consumer purchasing decisions, but how do these factors influence woman worker beginner 21-30 year olds in Bali are not yet aware of green products studied. Therefore, this study focuses on identifying factors main influencing factors attitude woman towards green products, with highlighting three variables Main: subjective norms, personal naturalism, and impact social.

Subjective norms, which include influence from other people who are considered important, plays a big role in product purchasing decisions. Women tend to pay attention to the opinions of family, friends, and colleagues in choosing products, including green products. In addition, personal naturalism, which describes a person's personal values to nature and sustainability, it is believed own direct influence on attitude woman towards green products. Women who have high personal naturalism values are more likely to choose environmentally friendly products as form support to preservation nature. Impact social, which refers to influence public or trend social in influencing behavior individual, is also an important factor. Although impact social is often considered to influence attitude consumers, this study found that the impact social does not show influence significant in a way statistics in the context of green products, although Still nature positive.

This research uses approach quantitative with descriptive research design correlational. Data were collected through a questionnaire that was measured use Likert scale and analyzed use device SPSS software. This analysis technique allows researchers to test validity and reliability research instruments and to determine the relationship between the variables studied, using regression multiple. Superiority of this research lies in its specific focus on women worker beginner aged 21-30 years in Bali, which is a very potential group in the green product market. In addition, this study integrates various factors social and psychological in attitude analysis towards green products, which provides a more holistic and in-depth view compared to previous studies that focused more on environmental factors. individual or economic only. The novelty of this research lies in the development of a theoretical model that connects subjective norm factors, personal naturalism, and impact social with attitude consumer towards green products, which previously had not been widely examined in context woman workers in Indonesia, especially in Bali.

Contribution from this research is very important both in terms of theoretically and practically. In theoretically, this study enriches the understanding of the factors that influence green product purchasing decisions, as well expand application theory behavior planned with enter dimensions social and psychological in the context of purchasing environmentally friendly products. In In practice, the results of this study provide useful information for

marketers in designing more effective marketing strategies for green products, by emphasizes the importance of social norms, support social, and sustainable values in building attitudes positive towards green products among woman workers. These findings can also be an important reference for policies that support sustainability and the development of green product markets in Indonesia.

## Concept and Hypothesis

This study adopts the Behavioral Theory Planned (TPB) which was developed by Icek Ajzen (1991) as runway theory main. This theory states that behavior individual influenced by intentions formed by three factors main, namely attitude to behavior, subjective norms, and perceived behavioral control. TPB is used to analyze how these factors social and psychological influence attitude woman towards green products (Putu et al., 2016). In this context, the attitude referring to the evaluation positive or negative individual to green product purchasing behavior, which is influenced by subjective norms, personal beliefs about nature, as well as influence social.

### Subjective Norms

Subjective norms referring to perception individuals about how important people are around them (family, friends, or colleagues) support or expect certain behaviors, such as buying green products (Sartika, 2020). In TPB, subjective norms is one of the component the main thing that influences a person's intention to do something behavior. In this context, subjective norms will measure the extent to which women feel that the people around them will support their decision to purchase green products. This social factor is very important because in many culture, including Indonesia, purchasing decisions are often influenced by social expectations and norms that exist in society.

Subjective norms can influence attitude consumer woman towards green products because if they feel that people around them support the use of green products, they will be more likely to have attitude positive towards the product (Elistia et al., 2023). Therefore, social norms that support sustainability and the use of environmentally friendly products can be a factor an important driver in increasing consumption of green products.

### Personal Naturalism

Personal naturalism refers to the extent to which an individual own views and appreciation for nature, which then influences their decision to purchase environmentally friendly products. In TPB, this factor is related to with a person's personal beliefs that are more internal in nature. Individuals who have level high personal naturalism tends to be more concerned with environmental issues and are more interested in purchasing products that do not cause harm nature.

In women worker beginners who consume green products, views to this nature may originate from personal awareness of the importance of maintaining environmental sustainability for generations upcoming. Appreciation for this nature can function as internal factors that lead them to choose green products, which are considered more environmentally friendly and sustainable.

### Social Impacts

Impact social refers to perception individuals regarding how their choices to purchase green products affect society and the wider environment (Ratri & Arafah, 2024). In TPB, these factors can associated with a sense of social responsibility and sustainability, which influences a person's intention to carry out behavior that can have an impact positive for society. Impact social often includes thoughts about how to act We will affect the world around us, both in the short and long term.

Impact social is also often associated with an understanding of ethics and social responsibility individual. Women who have awareness high social may feel that purchasing green products is their way to contribute to subtraction environmental damage and help promote sustainability, which in turn will bring benefits positive for society (Hanum et al., 2023).

## Hypothesis

Subjective norm variables, personal naturalism, and impact social interconnectedness in influencing attitude woman towards green products. The following is an explanation of the relationship between variables and hypotheses that can developed :

### 1. Subjective Norms and Attitudes Towards Green Products

Subjective norms plays an important role in shaping attitude towards green products. Women who feel that their decision to purchase green products is supported by important people in their lives are more likely to have a more positive attitude towards green products (Dwi Astuti et al., 2024). Therefore, positive subjective norms will increase attitude positive towards green products.

Hypothesis 1: Subjective norms own influence positive to attitude woman towards green products.

### 2. Personal Naturalism and Attitude Towards Green Products

Women who have a deeper look at appreciation for natural or personal naturalism tends to have a more positive attitude towards more environmentally friendly products. This is because they see purchasing green products as how to maintain sustainability nature and reduce environmental damage.

Hypothesis 2: Personal naturalism has influence positive to attitude woman towards green products.

### 3. Impact Social and Attitude Towards Green Products

Impact social relate with perception women on how their decisions to purchase green products affect society and the environment (Rahmadina & Sutarso, 2024). Women who see the impact positive social from purchasing green products tend to have attitudes that are more supportive of the product.

Hypothesis 3 : Impact social own influence positive to attitude woman towards green products.

### 4. Interaction Between the Three Variables ( Subjective Norms, Personal Naturalism, and Impact) Social )

Third These factors work in a together to form attitudes and intentions to purchase green products. Subjective norms can strengthen the influence of personal naturalism and its impact social, because if a person feels that the people around him support the purchase

of green products, and if they also feel that the products own impact positive towards the environment and society, attitudes positive towards green products will become stronger.

Hypothesis 4: Interaction between subjective norms, personal naturalism, and impact social own significant influence to attitude woman towards green products.

## Method

This research uses approach quantitative with descriptive research design correlational. This approach was chosen to analyze connection between several variables that influence attitude woman towards green products. This study aims to test the influence of subjective norms, personal naturalism, and impact social to attitude woman towards green products. Approach Quantitative allows for obtaining objective and reliable data. analyzed in a way statistics use device SPSS software.

This study adopted a cross-sectional design, which means data was collected at one point in time to identify connection between the variables studied. This design is relevant because this research aims to determine the influence factors social and psychological to attitude woman towards green products, without seeing any changes or development of time.

### Population and Sample

The population in this study is woman worker beginner with aged 21-30 years who live in Bali and consume green products. The sample used in this study was 106 respondents selected by purposive sampling. This sampling technique is used to select respondents who meet the established criteria, namely woman worker beginners aged 21-30 years and consuming green products. Selection sample purposively considered appropriate because respondents who have experience or interest in purchasing green products can provide more accurate insights into the variables studied.

### Research Instruments

The instruments used in this study were questionnaire consisting of three main parts :

1. Demographic questions that collect information on age, occupation, and consumption of green products.
2. A questionnaire measuring subjective norms, which consists of 5 statement items that measure the extent to which respondents feel the support social from people around them to buy green products.
3. A questionnaire measuring personal naturalism, which consists of 5 statement items that measure the extent to which respondents own deep insight to nature and environmental sustainability.
4. The questionnaire measures impact social, which consists of 5 statement items that measure perception respondents about the impact positive towards purchasing green products society and environment.
5. The questionnaire measures attitude towards green products, which consist of 6 statement items that measure attitude positive or negative respondents towards green products.

Point Likert scale was used to measure all variables, where respondents were asked to rate from 1 (strongly disagree) to 5 (strongly agree).

### Measurement Variables

1. Subjective Norms measured with 5 items covering influence social in the decision to purchase green products. This variable is measured with Likert scale from 1 (strongly disagree) to 5 (strongly agree).
2. Personal Naturalism is measured with 5 items covering views and appreciation for natural and the importance of sustainability. Measurement use the same Likert scale.
3. Impact Social measured with 5 items that measure perception individual about the impact positive decision to purchase green products towards society and environment. Likert scale is used for measurement.
4. Attitude against Green Products measured with 6 items that measure evaluation positive or negative towards green products, using the same Likert scale.

### Data analysis

Data collected will analyzed use device SPSS software. Statistical tests used include :

1. Validity and Reliability Test : To measure the extent to which the research instrument can measure the intended variables. Validity testing is carried out using factor analysis and reliability testing. using Cronbach's alpha.
2. Descriptive Analysis : To describe characteristics respondents and distribution variables studied. This will provide information regarding the average, standard deviation, minimum, and maximum for each variable.
3. Regression Analysis Multiple : To test the influence of subjective norms, personal naturalism, and impact social to attitude woman towards green products. Regression model multiples are used to see relationships between variable independent ( subjective norms, personal naturalism, impact social ) and variables dependent (attitude) towards green products).
4. Hypothesis Testing : The t-test is used to test whether each variable independent (subjective norms, personal naturalism, impact social) has influence significant to attitude on green products. If the p-value is less than 0.05, then the hypothesis is accepted, indicating a significant effect.

### Research Stages

1. Preparation and Planning : This stage involves election research topics, research design preparation, and development research instruments. At this stage, preparations for data collection are also carried out.
2. Data Collection: Data was collected through questionnaires distributed to 106 women worker beginners who consume green products. This process takes about two weeks to ensure the level of optimal participation.
3. Validity and Reliability Test : Before analyzing the data, validity and reliability tests are carried out to ensure that the research instrument can be used. trusted to measure the intended variable.
4. Data Analysis: After the data was collected, analysis was carried out using SPSS to test validity and reliability, then continued with descriptive and regression analysis double to test hypothesis.



5. Interpretation of Results: The results of the analysis will interpreted to identify connection between variables, and to explain whether subjective norms, personal naturalism, and impact social influence attitude woman towards green products.
6. Writing a Research Report: After the research results are obtained, a research report is prepared. by explaining the methods, results, and discussions in detail. detail. This report will be prepared for publication in a scientific journal.

## Result and Discussion

In this section, we will presented the results of the analysis of the processed data using SPSS, continued with discussion that describes the influence of subjective norms, personal naturalism, and impact social to attitude woman towards green products. The results of the analysis were carried out using validity tests, reliability, descriptive analysis, and regression. multiple, all of which are expected can answer the objectives of this research.

### Descriptive Analysis Results

Descriptive analysis is used to describe characteristics respondents and distribution scores for each variable studied. The following are the results of the descriptive analysis showing the average value, standard deviation, minimum, and maximum for each variable :

**Table 1.** Descriptive Analysis Results Variables

Variables	Average Score	Standard Deviation	Min	Max
Subjective Norms	4.2	0.68	2.5	5.0
Personal Naturalism	4.4	0.56	3.0	5.0
Impact Social	4.0	0.75	2.0	5.0
Attitude towards Green Products	4.3	0.70	2.8	5.0

From the table above, it can be seen that respondents tend to have attitude positive towards green products, with an average score for each variable being above 4.0. This shows that women worker beginners who consume green products in Bali have strong perception of social norms, values of respect for nature, and impact social from their decision to purchase green products.

### Validity and Reliability Test

Before conducting further analysis, validity and reliability tests were carried out on the research instrument to ensure that the measuring instrument used could be used. trusted and valid. Validity test shows that all items in the questionnaire has a correlation value greater than 0.3, which indicates that the items are valid in measuring intended variables. Reliability test using Cronbach's alpha, and all variables has a Cronbach's alpha value greater than 0.7, which means that this research instrument is reliable and can be used for further analysis.

### Regression Analysis Results Multiple

Regression analysis multiples are used to test the influence of subjective norms, personal naturalism, and impact social to attitude woman towards green products. The results of the regression analysis as follows:

**Table 1.** Regression Results Multiple

Variables Independent	B	SE B	Beta	t	p-value
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<b>Subjective Norms</b>	0.25	0.08	0.28	3.12	0.002
<b>Personal Naturalism</b>	0.30	0.07	0.33	4.21	0.000
<b>Impact Social</b>	0.15	0.09	0.17	1.67	0.097

Regression results showed that subjective norms ( $B = 0.25$ ,  $p = 0.002$ ) and personal naturalism ( $B = 0.30$ ,  $p = 0.000$ ) had influence significant positive to attitude woman towards green products. This means that the stronger the social norms that support the purchase of green products and the higher the appreciation for nature, more positive attitude woman towards green products. On the other hand, the impact social ( $B = 0.15$ ,  $p = 0.097$ ) did not show influence significant at the 0.05 level, although the impact nature positive.

## Discussion

Based on the results of the analysis above, it can be It is concluded that subjective norms and personal naturalism have significant influence to attitude woman towards green products. Women who feel supported by their social environment (family, friends, colleagues ) in their decision to purchase green products tend to have a more positive attitude towards the product. Social norms that support sustainability and consumption of green products provide encouragement psychology to adopt behavior.

In addition, personal naturalism or appreciation for nature also plays an important role in shaping attitude positive towards green products. Women who have a more conservationist view to nature and care more about environmental issues tend to choose more environmentally friendly products. This factor shows that consumers with deeper environmental views have stronger intentions to purchase green products.

However, even though impact social own influence positive to attitude woman on green products, the effect is not significant in a way statistics. This could be due to several factors, such as a lack of understanding or attention to impact social that can be given through the purchase of green products. Although impact socially perceived, women in this sample may have placed more emphasis on personal benefits, such as appreciation for nature and support social media, in their purchasing decisions.

This research provides important insights into how factors social and psychological influence attitudes and purchase intentions of green products. These results suggest that green product marketing that emphasizes social norms that support sustainability and provides a strong message about personal and environmental benefits can be more effective in attracting consumers. women. Although impact social does not have influence significant in this study, marketers can dig deeper into how to improve awareness will impact social and sustainability to encourage a more positive attitude towards green products.

## Conclusion

These results reinforce the understanding that factors social and psychological, especially social norms and personal views towards nature, play important role in shaping attitude consumer towards green products. Therefore, this study makes an important contribution to understanding behavior consumer woman towards green products and how these factors the can be used to design more effective marketing strategies.

## Implications Theoretical

This research contributes to the development theory behavior consumers, especially in the context of green products. With combining three variables main, namely subjective norms,



personal naturalism, and impact social, this research expands the theoretical model behavior planned behavior (TPB) in a more specific context, namely the consumption of green products. The findings of this study indicate that attitudes consumer towards green products is not only influenced by internal factors, such as beliefs to nature, but also by factors external, such as social norms that apply in their environment. Therefore, the TPB theory is more directed at control factors and attitudes. can be further expanded with enter the role of social norms and awareness social in the context of purchasing green products.

### Implications Practical

For marketers and manufacturers of green products, the findings of this study provide important insights for designing more effective and targeted marketing strategies. First, it is important for companies to build social norms that support the purchase of green products through marketing campaigns that emphasize sustainability values and impacts. positive towards the environment. Second, considering strong influence of personal naturalism, marketers can emphasize aspect sustainability and impact positive to natural of their green products in promotions, in order to attract consumers who have awareness tall to the environment. In addition, although impact social unproven significant, marketers can still consider increasing awareness will impact social positive from purchasing green products, by educating consumers about their contribution to society and environment.

### Suggestions for Future Research

This study provides a strong basis for further research on behavioral issues. consumer towards green products. Further research can be explore influence other factors that can influence attitude consumer towards green products, such as the impact on price or convenience accessibility of green products. Furthermore, future research can explore more deeply into how consumers can be more aware impact social of purchasing green products and how this aspect can be further leveraged in marketing strategies.

This study only involved woman worker beginners in Bali, which may not be completely reflect population women in Indonesia as a whole. Further research can involving larger and more diverse samples, both in terms of demographic and geographic, to obtain more generalizable results. Given that this study used a cross-sectional design, future research can consider using longitudinal designs to see how changes in social norms, personal naturalism, or impact social influence attitude consumer towards green products over time.

With Thus, this research opens up space for further studies that can enrich understanding of the factors that influence attitude consumer towards green products, as well as how marketing strategies can developed to support sustainability and wider consumption of environmentally friendly products.

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