

# The Effect of Green Intrinsic and Extrinsic Motivation on Green Product Purchase Behavior Mediated by Green Product Purchase Intention

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## ABSTRACT

This study analyzes the influence of intrinsic and extrinsic motivation on purchase intention and purchase behavior of green products, with purchase intention as the mediator variable. The purpose of this study is to understand how internal (environmental concerns) and external factors (social influences, incentives) influence consumers' decisions in purchasing green products. A quantitative approach was used, with data collected through an online survey of 200 respondents. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of the study show that both intrinsic and extrinsic motivation have a significant effect on the purchase intention and purchase behavior of green products. Intrinsic motivation, which is driven by personal values related to environmental sustainability, has a greater influence on purchase intention than extrinsic motivation. However, external factors such as discounts and social influences also play an important role in purchasing decisions. Purchase intent serves as a powerful mediator, which means that the higher the purchase intent, the more likely the consumer is to make a purchase. These findings suggest that companies incorporate intrinsic and extrinsic motivations in their marketing strategies to promote green products and support environmental sustainability.

## ABSTRAK

Penelitian ini menganalisis pengaruh motivasi intrinsik dan ekstrinsik terhadap niat beli dan perilaku pembelian produk hijau, dengan niat beli sebagai variabel mediator. Tujuan dari penelitian ini adalah untuk memahami bagaimana faktor internal (kepedulian lingkungan) dan eksternal (pengaruh sosial, insentif) mempengaruhi keputusan konsumen dalam membeli produk hijau. Pendekatan kuantitatif digunakan, dengan data yang dikumpulkan melalui survei online terhadap 200 responden. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa motivasi intrinsik dan ekstrinsik memiliki pengaruh yang signifikan terhadap niat beli dan perilaku pembelian produk hijau. Motivasi intrinsik, yang didorong oleh nilai-nilai pribadi terkait kelestarian lingkungan, memiliki pengaruh yang lebih besar terhadap niat membeli daripada motivasi ekstrinsik. Namun, faktor eksternal seperti diskon dan pengaruh sosial juga memainkan peran penting dalam keputusan pembelian. Niat membeli berfungsi sebagai mediator yang kuat, yang berarti bahwa semakin tinggi niat pembelian, semakin besar kemungkinan konsumen untuk melakukan pembelian. Temuan ini menunjukkan bahwa perusahaan menggabungkan motivasi intrinsik dan ekstrinsik dalam strategi pemasaran mereka untuk mempromosikan produk hijau dan mendukung kelestarian lingkungan.



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## INTRODUCTION

Global climate change and worsening environmental damage have become urgent issues that need to be addressed immediately. The increasing public awareness of the adverse impacts caused by unenvironmentally friendly consumption behavior has encouraged the emergence of a new trend in consumer behavior, namely the preference for more environmentally friendly products. Green products, or products produced with environmental sustainability in mind, are now becoming more and more popular. This product includes items that use recyclable raw materials, reduce carbon emissions, and pay attention to other ecological impacts in the production process (Suryahanjaya et al., 2024). However, although many are aware of the importance of protecting the environment and choosing more environmentally friendly products, not all consumers consistently choose these green products. This shows that there are various factors that influence consumer purchasing decisions, which do not only depend on environmental awareness (Rahayu et al., 2024).

The motivational factor is one of the important elements that can explain consumer buying behavior. Motivation, which can be broadly differentiated into intrinsic and extrinsic motivation, plays a crucial role in influencing consumer decisions. Intrinsic motivation is related to the drive that comes from within the individual, such as a sense of satisfaction or pride in having chosen a product that is considered in accordance with their personal values, such as contribution to environmental conservation (Kurniawan & Pratiwi, 2022). On the other hand, extrinsic motivation refers to external factors that influence consumer decisions, such as gifts, financial incentives, or social influences from friends, family, and society. Thus, these two types of motivation, both intrinsic and extrinsic, can interact with each other and influence consumer behavior in choosing and buying green products (Gading et al., 2024).

Intrinsic motivation often involves deeper consumer personal values, such as a desire to protect nature or live a sustainable lifestyle. Consumers who are driven by intrinsic motivation generally feel more satisfied with their choice to buy eco-friendly products, because they believe that the action is in line with their life goals. Meanwhile, extrinsic motivation is more related to external factors that encourage consumers to buy green products, such as incentives in the form of discounts or bonuses, as well as the influence of their social groups that put pressure on them to choose more environmentally friendly products. These extrinsic motivations are often easier to measure and utilize in marketing strategies that involve incentives or social influence (Rahmania et al., 2023).

However, it is important to note that while intrinsic and extrinsic motivations have a great influence on green product purchasing decisions, they do not necessarily directly result in purchasing behavior. There is another factor that acts as a mediator in the process, namely purchase intent. Purchase intention is an indicator or plan of consumers to buy a product in the future and is an important step in the purchase decision-making process. According to consumer behavior theory, purchase intention is a strong predictor of actual purchasing behavior. In this case, even if the consumer has a strong motivation, without a clear purchase intention, the purchase decision will not materialize. Therefore,

understanding how intrinsic and extrinsic motivations affect purchase intent is essential for designing effective marketing strategies for green products (Husna et al., 2024)

The Theory of Planned Behavior developed by Ajzen provides a useful framework for understanding the relationship between motivation, purchase intention, and purchase behavior (Serewy & Winarti, 2024). In this theory, purchase intent is influenced by attitudes towards products, subjective norms, and behavioral control. Attitudes towards green products, for example, are influenced by how consumers perceive the product in relation to sustainability and its impact on the environment. If consumers have a positive attitude towards green products, they are more likely to intend to buy the product. Subjective norms also play an important role, where social influences from others, such as friends and family, can encourage consumers to buy green products. In addition, perceived behavioral controls, such as the availability of green products in the market and ease of purchase, also affect purchase intention (Qurniawati & Nurohman, 2021)

This study highlights the influence of intrinsic and extrinsic motivation on the purchase behavior of green products with purchase intention as a mediator. Compared to previous research, this study adds a more comprehensive perspective on how these two types of motivation work together in influencing consumer intent and purchase decisions. Previous research has often focused more on one type of motivation or on a direct analysis between motivation and buying behavior without considering the role of buying intention as an important intermediary variable. This creates a gap that leads to a lack of deep understanding of the complex causal relationship between motivational factors, purchase intentions, and purchase behaviors. This study fills the gap by providing empirical evidence that purchase intention plays a central role in bridging the influence of motivation on purchasing behavior. Previously, research using motivation theory often focused on individual factors such as personal values without exploring the influence of external factors such as incentives or social influences at the same time. By integrating intrinsic and extrinsic motivations into a single model tested using the PLS-SEM approach, this study provides a more holistic and thorough analysis of how consumers decide to buy green products, which includes psychological, social, and behavioral aspects. In addition, this study also provides new insights by emphasizing that intrinsic motivation has a greater influence than extrinsic motivation on purchase intention. Previously, some studies may have underhighlighted the importance of personal values in motivating consumers to buy eco-friendly products. The results of this study show that intrinsic factors such as concern for environmental sustainability are more effective in encouraging purchase intention than external incentives such as discounts or promotions. However, the study also does not ignore the importance of extrinsic motivation, which has proven to be a significant driver for consumers who were initially less concerned about sustainability issues.

This study makes a distinctive contribution in the context of previous research by introducing an integrative perspective on the role of intrinsic and extrinsic motivation on the purchasing behavior of green products, with purchase intention as a mediator. Previous research has explored the relationship between motivation and green product purchasing

behavior, but this study adds value by explicitly comparing the power of intrinsic and extrinsic motivational influences. In this case, intrinsic motivation based on personal values related to environmental sustainability was found to have a greater influence on purchase intention than extrinsic motivation. This broadens theoretical insights into the importance of personal motivation in influencing the purchase decision of eco-friendly products. Furthermore, this study also strengthens the literature by providing a quantitative analysis that uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to identify direct and indirect relationships between motivation, purchase intention, and purchase behavior. In previous studies, the role of purchase intent as a mediator often did not receive deep attention. The study reveals that purchase intent serves as a very powerful mediator, linking motivation to buying behavior significantly. These findings are in line with the framework of the Theory of Planned Behavior which emphasizes intention as the main predictor of behavior, while making a practical contribution to effective marketing strategies. Finally, this study provides an empirical foundation for the development of green product marketing strategies by emphasizing the importance of combining intrinsic and extrinsic motivational elements. An emphasis on environmental benefits (intrinsic motivation) combined with external incentives (extrinsic motivation) such as discounts and social influence can increase purchase intent, which in turn drives purchasing behavior. Thus, this research not only enriches theoretical understanding but also provides practical guidelines for companies and policymakers to support environmental sustainability through the promotion of green products.

Thus, purchase intent can be considered as a link between the motivation that consumers have and their purchase decisions. Consumers who have a strong intrinsic motivation to choose green products and are supported by extrinsic motivations that reinforce those decisions, will have a higher purchase intent. On the other hand, without a clear purchase intent, even if motivation exists, the desired buying behavior will not be achieved. Therefore, it is important for marketers to understand how these motivations can affect purchase intention and how purchase intention in turn can influence consumers' decision to buy green products (Rohmawati & Mangifera, 2024)

This study aims to examine how intrinsic and extrinsic motivation of green affects the purchase behavior of green products with purchase intention as a mediator. The main focus of this study is to explore how the two types of motivation work together and how they shape the purchase intention that will ultimately influence the purchasing behavior of green products. By understanding the relationship between motivation, purchase intent, and purchase behavior, it is hoped that insights can be found that can help marketers in designing more effective marketing campaigns, which can encourage consumers to choose green products.

In addition, this research seeks to enrich existing knowledge about consumer behavior, especially in the realm of green products. Most of the existing research emphasizes the factors that drive the purchase decision of green products, relatively little attention has been paid to the role of purchase intent as a bridge between motivation and purchase behavior.

Therefore, this study is expected to understand more deeply the psychological dimension that affects the purchase of green products, focusing on the interaction between intrinsic and extrinsic motivations. This research also has the potential to provide practical guidance for companies to design more targeted marketing strategies, paying attention to the role of intrinsic and extrinsic motivation in shaping purchase intentions. For example, by providing information that educates consumers about the environmental benefits of green products (intrinsic motivation), as well as providing incentives or social influences that encourage purchases (extrinsic motivation), companies can create stronger purchase intent among consumers. By doing so, companies can increase opportunities for consumers to switch to green product options and ultimately increase sales of those products.

In addition, by paying attention to the results of this study, public policies that support sustainability can be designed to further strengthen consumer motivation factors in choosing green products. Governments and non-governmental organizations can use the results of this research to develop more effective programs in encouraging consumers to choose environmentally friendly products, either through education, incentives, or social influence. Through a deeper understanding of motivation and purchase intention, it is hoped that wider awareness and positive behavior changes in the community can be created in supporting environmental sustainability. This research also opens up opportunities for further in-depth research on other factors that can influence the purchase decision of green products. For example, how cultural or demographic factors can affect the relationship between motivation and purchase intention of green products. By expanding the scope of the research, we can obtain a more comprehensive picture of consumer behavior in purchasing green products, which will be very beneficial for companies and policymakers in designing more effective strategies.

As such, this study has the potential to make a significant contribution to the understanding of consumer behavior in purchasing green products and how intrinsic and extrinsic motivations can influence those decisions. It is hoped that the results of this study can be used as a basis for various parties in designing more effective interventions in encouraging more sustainable consumption behavior, which in turn will have a positive impact on environmental conservation.

## RESEARCH METHOD

This study uses a quantitative approach with descriptive and explanatory research types. Descriptive research is used to describe the characteristics of the variables studied, namely intrinsic motivation, extrinsic motivation, intention to buy green products, and green product purchase behavior. Meanwhile, the explanatory research aims to explain the relationship between variables by examining the direct and indirect influence through purchase intention as a mediating variable. This study uses the *Structural Equation Modeling* (SEM) analysis tool based on *Partial Least Squares* (PLS) to test the hypothesis that has been proposed, because this technique allows testing complex models with a number of variables and indicators (Rohmawati & Mangifera, 2024)



The subject of this study consisted of 200 respondents who were selected using *the non-probability sampling* method, precisely by the *purposive sampling* technique. This technique was chosen because the researcher wanted to get a sample that met certain criteria, namely consumers who had purchased green products or who had knowledge related to environmentally friendly products. Selected respondents must be at least 18 years old and have experience in buying green products. The location of the research was conducted at the University of Muhammadiyah Surakarta, the survey in this study was conducted online through a questionnaire which was then distributed to reach respondents spread across the campus environment, using a survey distributed through an online platform (Lestari et al., 2022)

Data collection was carried out using a questionnaire containing closed questions with a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree", to measure the research variables. The questionnaire consisted of four parts: first, to measure intrinsic motivation with indicators that focused on consumers' personal values related to sustainability and environmental preservation; second, to measure extrinsic motivation, which includes external factors such as rewards or incentives; third, to measure the purchase intention of green products that reflect consumer attitudes and intentions towards the product; and fourth, to measure the purchasing behavior of green products that show consumers' real decisions to buy the product.

The gathered data underwent analysis using Smart PLS 3.0, a sophisticated statistical tool designed to examine relationships between variables. The study employed several key tests, including validity and reliability assessments, path coefficient analyses, and significance evaluations utilizing t-statistics. The validity test focused on examining the outer loading value of each indicator, with a threshold of greater than 0.7 signifying validity. Meanwhile, the reliability test involved evaluating the Composite Reliability (CR) and Average Variance Extracted (AVE) values, where scores exceeding 0.7 and 0.5, respectively, were considered sufficient to ensure the consistency and quality of the research instrument.

Subsequently, a pathway analysis was conducted to evaluate the proposed hypotheses. The analytical model incorporated four variables: intrinsic motivation (X1), extrinsic motivation (X2), intention to buy green products (M), and green product purchase behavior (Y). The path coefficient test assessed the direct impact between variables, while the mediation test analyzed the indirect effects of intrinsic and extrinsic motivation on purchasing behavior through purchase intention. All significance tests employed t-statistics, with criteria for significance defined as t-statistics values exceeding 1.96 and p-values below 0.05.

The findings from this analysis offer valuable insights into how intrinsic and extrinsic motivations influence both purchase intention and behavior concerning green products. Furthermore, they highlight the pivotal role of purchase intention as a mediating factor in these relationships. Every analysis was meticulously performed to ensure the reliability and accuracy of the findings and conclusions. As a result, this study contributes

significantly to the understanding of consumer behavior in the realm of environmentally friendly product purchasing.

## RESULT and DISCUSSION

Based on data obtained and processed using Smart PLS, several significant findings can be identified related to the influence of intrinsic and extrinsic motivation on green product purchase intention and green product purchase behavior. The results of this study show that intrinsic motivation (X1) and extrinsic motivation (X2) have a strong influence on purchase intention (M) and green product purchase behavior (Y), with purchase intention acting as a mediator between motivation and purchase behavior.

**Table 1** *Results of Outer Loadings (Convergen)*

	EXTRINSIC MOTIVATION (X2)	INTRINSIC MOTIVATION (X1)	INTENTION TO BUY GREEN PRODUCTS (M)	GREEN PRODUCT PURCHASING BEHAVIOR (Y)
M1			0,887	
M2			0,929	
M3			0,905	
M4			0,876	
M5			0,891	
X1.1		0,896		
X1.2		0,910		
X1.3		0,879		
X1.4		0,916		
X1.5		0,892		
X2.1	0,861			
X2.2	0,909			
X2.3	0,904			
X2.4	0,891			
X2.5	0,881			
Y1				0,891
Y2				0,886
Y3				0,898
Y4				0,903
Y5				0,872

Source: data that has been processed by the author (2024)

The results of the Outer Loadings (Convergen) show that all indicators for each variable (intrinsic motivation, extrinsic motivation, purchase intention, and purchase behavior) have an outer loading value above 0.70. This shows that all items used in this study have good validity and are reliable for measuring the construct in question. In particular, the items on intrinsic motivation (X1), extrinsic motivation (X2), and purchase intent (M) had very high outer loading, with the highest scores on items M2 (0.929) and X1.2 (0.910), indicating an excellent level of consistency in measuring each variable.

**Table 2** *R-Square Result (Coefficient of Determination)*

	R Square	R Square Adjusted
Intention To Buy Green Products (M)	0,922	0,922
Green Product Purchasing Behavior (Y)	0,926	0,924

Source: data that has been processed by the author (2024)

The R-Square (Coefficient of Determination) result shows a high R-square value, which is 0.922 for purchase intention and 0.926 for purchase behavior. This high R-square value indicates that the model can account for most of the variability in buying intention and buying behavior of green products. With an R-square for purchase intent of 92.2% and for purchase behavior of 92.6%, it can be concluded that the model has an excellent match with the data obtained.

**Table 3** *Path Coefficients Results*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Green Purchase Intention -> Green Purchase Behavior	0,490	0,490	0,094	5,220	0,000
Intrinsic Motivation -> Green Purchase Intention	0,530	0,532	0,064	8,250	0,000
Intrinsic Motivation -> Green Purchase Behavior	0,231	0,234	0,096	2,414	0,017
Extrinsic Motivation -> Green Purchase Intention	0,446	0,444	0,065	6,903	0,000
Extrinsic Motivation -> Green Purchase Behavior	0,259	0,255	0,075	3,439	0,001

Source: data that has been processed by the author (2024)

The findings from the structural model test, utilizing path coefficients, indicated a significant interplay between intrinsic motivation, extrinsic motivation, purchase intention, and green product purchasing behavior.

Impact of Intrinsic Motivation on Purchase Intention ( $X1 \rightarrow M$ ): A path coefficient value of 0.530 accompanied by T-statistics of 8.250 (p-value < 0.000) demonstrates that intrinsic motivation exerts a strong and significant impact on the intention to purchase green products. This underscores that consumers with high intrinsic motivation to support environmental sustainability are more inclined to exhibit a strong intention to buy environmentally friendly products.

Impact of Extrinsic Motivation on Purchase Intention ( $X2 \rightarrow M$ ): The analysis revealed a path coefficient of 0.446 with T-statistics of 6.903 (p-value < 0.000), confirming that extrinsic motivation also positively and significantly affects purchase intention. While slightly less impactful than intrinsic motivation, external factors such as promotional discounts or incentives can still effectively enhance consumers' willingness to purchase green products.

Influence of Purchase Intention on Purchasing Behavior ( $M \rightarrow Y$ ): The path coefficient of 0.490, combined with T-statistics of 5.220 (p-value < 0.000), indicates that purchase intention significantly contributes to purchasing behavior. This implies that a stronger intention to buy green products correlates with a higher likelihood of actual purchasing behavior.

Effect of Intrinsic Motivation on Purchasing Behavior ( $X1 \rightarrow Y$ ): With a path coefficient of 0.231 and T-statistics of 2.414 (p-value < 0.017), intrinsic motivation is shown to have a direct and meaningful impact on green product purchasing behavior. Although this effect is less pronounced compared to its influence on purchase intention, intrinsic motivation remains an important factor in driving environmentally conscious purchasing decisions.



Impact of Extrinsic Motivation on Purchasing Behavior ( $X_2 \rightarrow Y$ ): The pathway coefficient of 0.259 with T-statistics of 3.439 ( $p\text{-value} < 0.001$ ) reveals that extrinsic motivation also significantly influences purchasing behavior in a positive way. This emphasizes the role of external rewards and social factors in encouraging consumers to adopt green products.

The results of the T-Statistics test in table 3 show that all the relationships between the variables tested in this model are significant, because the T-statistics value for all relationships is greater than 1.96, which indicates that the existing relationship between motivation, purchase intention, and purchase behavior is statistically significant. The highest T-statistics value was found in the relationship between Intrinsic Motivation and Purchase Intention ( $X_1 \rightarrow M$ ) with a value of 8,250, which indicates a very strong influence. Meanwhile, the relationship between Extrinsic Motivation and Purchasing Behavior ( $X_2 \rightarrow Y$ ) was also significant with T-statistics of 3.439, suggesting that extrinsic motivation still had a fairly strong influence even though it was not as large as intrinsic motivation.

## DISCUSSION

The results of this study show that intrinsic motivation and extrinsic motivation have a significant influence on purchase intention and purchasing behavior of green products, with purchase intention acting as the main mediator. This finding is in line with the motivation theory put forward by Deci and Ryan in Self-Determination Theory (SDT), which states that individuals who are driven by intrinsic motivation will be more committed to the actions they take, in this case buying environmentally friendly products (Ryan et al., 2021). Intrinsic motivation is often related to an internal drive to take actions that are considered good or right, such as supporting environmental sustainability. Therefore, consumers who have high intrinsic motivation tend to have stronger purchase intentions for green products, because they feel that buying the product is in line with their personal values.

Meanwhile, extrinsic motivation has a less significant impact on purchase intention, but it is still important in driving the purchase decision of green products. Vallerand, who was quoted in Juhedi's research, stated that extrinsic motivation focuses on external goals such as awards, recognition, or other incentives. In this context, extrinsic motivation can be in the form of discounts, awards, or social influence from friends, family, or society. These findings show that although sustainability values may not be fully internalized in consumers, external factors still play an important role in increasing their purchase intention towards green products (Juhedi, 2021)

In addition, the results of this study confirm that purchase intention serves as a very strong mediator in the relationship between motivation and purchase behavior. This is in line with Ajzen's view in the Theory of Planned Behavior (TPB), which states that purchase intention is the main predictor of consumer behavior. Ajzen asserts that intention is the first step necessary to carry out a behavior (Ajzen & Driver, 1991) In this context, the purchase intention of green products acts as the first step that directs consumers to take real action

in purchasing the product. In other words, even if a person has strong motivation, without a clear and purposeful purchase intent, they will not proceed to make a purchase.

The results showing the direct influence of intrinsic motivation on purchasing behavior also support Schwartz's view that personal value-based motivation, such as concern for the environment, can influence behavioral decisions. Consumers who are intrinsically motivated to buy green products because of sustainability values are more likely to take concrete action in purchasing such products, even if they do not get external incentives (Han & Oh, 2021). For example, consumers who care about climate change or pollution issues will feel satisfied and emotionally satisfied when they choose products that support environmental sustainability, without expecting material benefits or other incentives.

In this case, extrinsic motivation also affects purchasing behavior although it does not have as much effect on purchase intention. Deci and Ryan revealed that external incentives can strengthen or weaken intrinsic motivation, depending on the context (Ryan et al., 2021). In this case, the influence of extrinsic motivations, such as discounts or promotions, can encourage consumers who initially do not care much about sustainability to buy green products. This suggests that extrinsic motivation can serve as a booster for those who lack environmental awareness, so they remain interested in buying green products even though their intrinsic motivation may not be as strong as consumers who care deeply about sustainability.

The results of this study are also consistent with Basman's concept of social influence in consumerist theory, which suggests that external influences, such as normative or social, have a significant impact on purchasing decisions (Basman et al., 1996). Here, social factors, for example, encouragement from friends or family to buy green products can strengthen purchase intentions and encourage purchase actions. This explains why extrinsic motivation, although weaker than intrinsic motivation, still has a considerable influence on green product purchasing behavior, especially in the context of society that increasingly emphasizes the importance of sustainability and environmental preservation.

Looking at the high R-square value on purchase intention and purchase behavior, this model shows that the variables studied can explain most of the variability in purchase intention and purchase behavior of green products. This is in line with Sato's opinion who explained that a high R-square value shows an excellent model in describing the relationship between variables (Sato et al., 2014). This model can be used as a solid basis for understanding consumer behavior towards green products, as most of the factors influencing purchase intention and purchase behavior have been well covered in this analysis.

Overall, this study makes a significant contribution to the development of green product marketing strategies. By understanding that both intrinsic and extrinsic motivations have an effect on purchase intent and buying behavior, companies can design more effective marketing campaigns. The use of extrinsic incentives can increase purchase

intentions, especially for consumers who do not yet have a high awareness of sustainability. However, to achieve greater impact, companies must also strengthen the intrinsic motivational aspect by emphasizing the sustainability values and the positive impact of purchasing green products.

## CONCLUSIONS

Drawing from the findings of the research conducted, it can be inferred that both intrinsic and extrinsic motivations significantly affect consumers' intentions and behaviors when purchasing green products. Intrinsic motivation, driven by internal factors such as environmental awareness and a commitment to sustainability, exerts a stronger influence on the intent to purchase these products. Individuals with high intrinsic motivation are typically more conscious of ecological issues and are inclined to choose products that promote sustainable practices. This confirms that consumers' personal values related to sustainability play an important role in their decision to buy green products.

However, extrinsic motivation, although its effect is smaller compared to intrinsic motivation, still contributes significantly to purchase intention and purchase behavior. External incentives such as discounts, promotions, or social influence have the ability to encourage consumers who were initially less concerned about sustainability issues to switch and buy green products. These findings underscore the importance of companies considering marketing strategies that combine both types of motivation, both through an emphasis on sustainability values and the provision of external incentives. Purchase intent serves as a very powerful mediator in the relationship between motivation and buying behavior. The results of the study show that high purchase intention has great potential to encourage consumers to take real action in buying green products. Thus, generating purchase intent is a crucial step for companies in designing effective marketing strategies and increasing sales of green products.

Overall, the study provides useful insights for companies looking to increase sales of green products. To achieve this, companies need to leverage a combination of intrinsic and extrinsic motivation in their marketing campaigns. By understanding the importance of these two types of motivation, companies can design a more effective approach in generating purchase intent and ultimately influencing the purchasing behavior of green products, which in turn can support environmental sustainability more broadly.

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