Green storytelling marketing: influencing consumer purchase decision through environmental consciousness

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Abstract

This research is useful for the development of marketing communication science. In addition to academic benefits, this research also plays a role in strengthening the green marketing industry which emphasizes environmental sustainability in its marketing activities. This research uses a quantitative method for followers of the Instagram account @Sustaination (N=338). Participants are account followers who have purchased composter products and carried out composting activities. The results show that green storytelling marketing activities can have a direct influence on purchasing decisions for composter products. In addition, the influence of green storytelling marketing can also effect on purchase decision through environmental consciousness. This is because green storytelling marketing can affect the affective, cognitive, and dispositional dimensions of environmental consciousness. In green storytelling marketing, there is information and knowledge conveyed through the stories displayed. This can then help influence the active dimension in which there is an element of purchasing green products. This is the reason green storytelling marketing through environmental consciousness can influence the purchase decision of composter products.

Keywords: Green Storytelling; Green Marketing; Environmental Consciousness; Purchase Decision; Sustainability

INTRODUCTION

Based on the Oceanographic Research Centre and the Research Centre of the Indonesian Institute of Sciences, online purchase behavior increases during COVID-19 (Lembaga Ilmu Pengetahuan Indonesia, 2020). Nowadays, most people in Jakarta, Bogor, Depok, Tangerang, and Bekasi about ten times more often do online shopping. The necessities that are most often purchased online are food commodities. The number has increased, from 52.3% to 63.5%. The Ministry of Environment and Forestry stated that organic waste dominates the waste composition, reaching out 60% of the total amount (Kementrian Lingkungan Hidup dan Kehutanan, 2017). The number has not been followed by public awareness about how to processing waste. Waste management is one of the things that is concerned with the effort to preserve ecosystem functions in sustainable development (Elmada et al., 2020, p. 489). Only 1.2% of households do waste composting. Most people process waste by burning. Nonetheless, this step increases air pollution that can interfere with health.

The problems have encouraged various environmental activists, companies, and organizations to promote waste management programs and

concern about the company or the product's environmentally friendly side. In company's side, green marketing activities continue to expand and begin to spread to social media (Dahlen and Rosengren 2016, p. 4). Singh (2010, p. 3) states that green marketing targets the process of selling products or services based on environmental benefits. Green storytelling is in a way how to narrate the green promoting. Although no one has directly stated 'green storytelling marketing', storytelling marketing activities are mainly used for marketing green products.

According to Bernier (2020, p. 430), storytelling by describing human interactions with their environment is currently getting significant attention for the business and creative industries. Storytelling marketing is a marketing activity using a series of stories that lead to a problem that binds the emotions and understanding of the audience (Alexander 2011, p. 13). For green storytelling marketing, the issues raised are environmental issues that are developed in the community. The purpose of storytelling activities is to teach, convey, and empower the stories being told (Amlani et al., 2016, p. 8). In agreement with Amlani et al. (2016, p. 12), the audience will imagine themselves to be part of the story by showing the character's practice rather than just telling orally. Therefore, social media to carry out green storytelling Marketing activities is appropriate and in great demand. Social media can display visuals and audio of the story being conveyed.

Green storytelling marketing aims to form a thought structure, but the final decision-making will remain the personal choice of each individual. Someone tends to choose the dominant narrative in their environment, this is used as a foundation for making choices (Amlani et al., 2016, p. 8). In line with this statement, according to Amlani et al. (2016, p. 12), storytelling activities only persuade the audience to think critically, but the meaning itself depends on each individual. Environmental consciousness is needed based on previous research compiled by Ariescy et al (2019, p. 147). Marketing activities using environmentally friendly advertising cannot significantly affect purchasing green products. Research compiled by Aprilisya (2017, p. 1724), shows vital role of attitudes as a variable that mediates green marketing and purchase decision. However, a purchase decision still needed the help of influence from environmental consciousness. Environmental consciousness is the awareness of an individual community regarding the urgency of the sustainability of the scope it occupies (Kriswanto 2013, p. 207).

Environmental consciousness can realize these changes through thoughts, attitudes, and actions based on attention and responsibility for the importance of the environment (Jamanti, 2014, p. 27). Also, participation in green storytelling marketing will ultimately lead consumers to purchase decision. In line with Kotler and Keller (2012, p. 166), basic psychological processes can play an essential role in purchase decision. Purchase decision include all stages of experiences in learning, choosing, using, and disposing of the product (Kotler and Keller 2012, p. 166). This process can show the entire buying process even before the actual purchase is made; it makes this process necessary for marketers to pay attention (Kotler and Armstrong 2013, p. 176).

In Indonesia, green marketing on social media has been carried out by various green marketplaces, such as @Cleanomic, @Bulksource,

@Nakedincjkt, and one of which is @Sustaination. Based on Sustaination's website, the brand carries out green marketing activities through the @Sustaination Instagram account. One form of Green storytelling marketing that Sustaination does is #CeritaKompos. In Indonesia, #CeritaKompos can be interpreted as #CompostStory. #CeritaKompos showcases the personal composting journey of Sustaination consumers. Sustaination also invites all of its followers to participate in following and sharing their personal #CeritaKompos.

The use of storytelling marketing, especially in product marketing, is becoming increasingly widespread nowadays (Jones and Comfort 2018, p. 148). Several studies have shown some differences in the influence of storytelling marketing and other green marketing on purchase decision (Rizkia and Oktafani, 2020; Ariescy, et al., 2019; Aprilisya, et al., 2017). In addition, it takes an internal factor that can become a bridge for green storytelling marketing to purchase decision, namely environmental consciousness. Therefore, this study focuses on the influence of green storytelling marketing on purchase decision mediated by environmental consciousness. The research questions are as follows.

RQ1: Is there any direct influence of green storytelling marketing on environmental consciousness and purchase decision?

RQ2: Does environmental consciousness mediate green storytelling marketing on purchase decision?

In this study, the green storytelling marketing activities are carried out through social media Instagram @Sustaination. According to Ching et al. (2013, p. 432), research on storytelling marketing is essential in the digital era because it can create more opportunities. In line with Cron (2014, p. 4) statement, when listening to a story, the human brain will process sight, sound, taste, and movement while listening to it. The use of social media Instagram can provide visual and audio to accommodate the story.

Based on Denning (2011, p. 59), green storytelling marketing has seven dimensions, namely sparking actions (SA), communicating a brand (CAB), transmitting values (TV), fostering collaboration (FC), taming a grapevine (TTG), sharing knowledge (SK), and leading people to the futures (LPTF). Based on a total 27 indicator statements. A more detailed explanation of the dimensions is as follows.

In the sparking actions (SA) dimension, the story displayed must provide a transformational impetus to the audience to take similar actions. Following the opinion of Amlani et al. (2016, p. 434), rather than just telling stories, action is needed that is exemplified to the public. In the communicating a brand (CAB) dimension, the audience does not just recognize the brand or product but also shows empathy for the products and services displayed. The statement indicator must ensure that the public well captures the company's sustainable value.

In the dimension of transmitting values (TV), the company can convey the values held by the company to the audience. The audience can know the contribution made by the company and adopt these values in their personal life. In line with Amlani et al. (2016, p. 436), a good story can lead to change. The value element used as a statement is the value of Sustaination; local,

sustainable, and impactful. This value is linked to the #CeritaKompos activity and composter products.

Fostering collaboration (FC) is able to arouse the emotional side of the audience through environmental activities carried out. Fostering collaboration is illustrated by ensuring the interaction that exists with the audience. Audiences can share their personal stories about composting, interact with fellow followers of the @Sustaination Instagram account. They can create a feeling of being in a community to collaborate on composting activities at home.

Taming the grapevine (TTG) dimension can argue negative rumors about composting activities and composter products. The statement ensures that #CeritaKompos, through the stories displayed, is able to show that composting is an easy thing to do, can be done without requiring ample space, and has an explanation of vermicomposting. Product statement ensures that the purchase of the product does not cost too much and the consumers can quickly obtain the product.

In terms of sharing knowledge (SK) through the displayed stories, companies must demonstrate mastery of information on the topics raised. In this study, the company must be declared capable of providing information about organic waste and composting activities. The statement published ensures that #CeritaKompos provides reliable knowledge about composting and can be considered attractive. Lastly, leading people to the future (LPTF) ensures that #CeritaKompos can provide an overview of a sustainable future. The statement ensures that #CeritaKompos can provide hope for a better environment, eradicate organic waste problems, and do more composting activities in the future.

Environmental Consciousness is a picture of how far consumers have a picture of their environment (Wang et al., 2020, p. 3). This picture makes consumers understand the problems that occur in the surrounding environment and feel they have a responsibility to take action by buying products that emphasize sustainability.
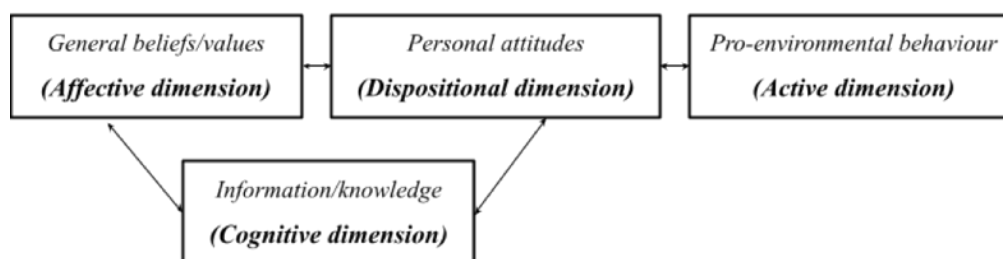
Figure 1. Dimensions of Environmental Consciousness
Source: (Adler et al., 2001)

According to Sánchez and Lafuente (2010, p. 738), environmental consciousness has four dimensions (Figure 1), namely affective (AF), dispositional (D), cognitive (C), and active (AC). Based on a total of 27 indicator statements. A more detailed explanation of the dimensions is as follows.

The affective dimension (AF) contains the general belief values held by individuals. Individuals provide support and feel the urgency of an

environmental problem. In this study, the problem discussed is about organic waste. The majority of respondents strongly agree that organic waste has urgency, and there is a need for activities to follow up. In addition to the values obtained from around, there is also direct personal experience of the problems at hand in the affective dimension.

The dispositional dimension (D) relates to individual morals or responsibilities. There is an element of cost sacrifice to be involved in the improvement movement through the products or services consumed in this dimension. Statement of indicators regarding the willingness of respondents to sacrifice more time, energy, and costs for environmental sustainability in a broad sense to address organic waste specifically.

The cognitive dimension (C) refers to the individual's level of knowledge about environmental information. Based on Sháncez and Lafuente (2010, p. 738), this dimension can be influenced by elements in the affective (AF) and dispositional (D) dimensions. As a dimension, knowledge depends on personal attitudes and world beliefs in each individual. The relationship of influence is reciprocal, and each dimension can influence the other. Statements regarding the current condition of organic waste, especially in Indonesia. In addition, there is a statement regarding the connection between composting activities to provide benefits for reducing organic waste.

The active dimension (A) shows pro-environmental activities with the movement carried out. According to Sháncez and Lafuente (2010, p. 737), several types of behavior are based on the costs incurred. First, it is expressed as environmental activism by showing collective behavior such as participating involuntary movements and activities regarding the environment. Second, low-cost individual habits such as sorting waste, using packaging repeatedly and doing recycling activities. Third, the individual habits of enormous costs such as doing green consumerism. This study seeks to determine the types of individual habits with high costs, namely following the composting movement, composting activities, and buying composter products.

Kotler and Armstrong state that there are five dimensions of purchasing decisions, namely need recognition (NR), information search (IS), evaluation of alternatives (EOA), purchase decision (PD), and post-purchase behavior (PB). Based on a total of 15 indicator statements. The explanation is as follows.

Need recognition (NR) is an internal or external drive that awakens individuals to want a product. These Internal impulses happened because they feel a personal preference or need. External encouragement can be due to discussions with the surroundings or exposure to advertisements. The indicator statement on this dimension has an element of awareness to look for products, want, and need of Sustaination's composter product.

Information search (IS) is when the audience begins to pay attention to the product or service at this stage. According to Kotler and Keller (2012, p. 167), there are two types of searches namely milder search and active information search. Milder search is information related to products or services that consumers can directly receive. Meanwhile, in active information search, someone can be declared to be in this type when the information obtained through active stages such as discussing with friends or gathering

further information through other channels. Respondents in this study met both types. The majority of respondents gave a response that strongly agreed with the indicator statement looking for more about composter products, looking for information on other sources outside of Instagram, and conducting discussions with around about composter.

Evaluation of alternatives (EOA), at this stage consumers, begin to use the information previously obtained to consider brand alternatives. The research statement on this dimension considers and chooses the Sustaination brand composter compared to other brands. In addition, respondents also consider that the Sustaination brand composter is superior to other composters. In terms of purchase decision (PD), while entering the purchase decision stage, consumers will buy the most preferred product based on information and considerations that have been previously passed. The research statement has elements of wanting, buying, and purchasing the Sustaination's composter product.

Meanwhile, post purchase behavior (PB) can be seen whether consumers are satisfied or dissatisfied after using the Sustaination composter product. According to Kotler and Armstrong (2013, p. 176), customer satisfaction can be reflected in various stages: post-purchase satisfaction and post-purchase action. Post-purchase satisfaction can be seen by buying back the composter product by Sustaination, sharing stories about the product with people around, and recommending the product to other.

Based on previous research, marketing and attitudes influence the stages of purchasing decisions. In this research, marketing can be seen through green storytelling marketing. To impact on purchase decision requires a mediating variable that can affect within. Therefore, there is an environmental consciousness variable, in which there is an ethical element that is realized through thoughts, attitudes, and actions. That environment consciousness can have a mediating influence to green storytelling marketing on purchase decision. Environmental consciousness also still needs green storytelling marketing as an external factor to influence its dimensions. Therefore, this research tries to connect the three to find out more about the influence of green storytelling marketing on environmental consciousness-mediated purchase decision. Can be described, the following is the hypothesis of this study.

H1: There is a direct influence of green storytelling marketing on purchase decision

H2: There is a direct influence of green storytelling marketing on environmental Consciousness

H3: There is a direct influence of environmental consciousness on purchase decision

H4: Environmental consciousness mediates green storytelling marketing on purchase decision
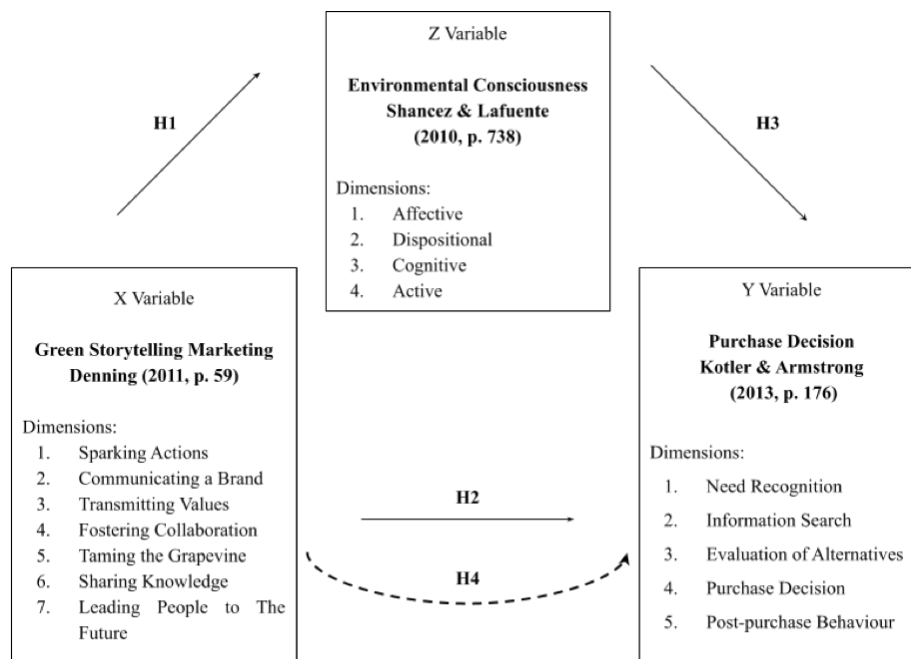
Figure 2. Research Framework
Source: (Processed Data, 2021)

METHODOLOGY

This study is based on quantitative survey approach. The technique used for sample selection is purposive sampling. It takes respondents who have bought composter products and have done composting organic waste. In addition, the target population is followers of the Instagram account @Sustaination. Purposive sampling technique is chosen; because the sample can more easily adapt the data collected to the needs. Consideration this research will discuss up to the purchase decision. According to Malhotra (2011, p. 430), the sample is based on the type of analytical study planned. This research is a marketing test study; the smallest sample size required is 200 respondents, and the maximum is 500. This study obtained a total of 338 respondents and uses a Likert scale with range of 1 – 5 (1 strongly disagree; 2 disagree; 3 neutrals; 4 agree; 5 strongly agree).

Based on the questionnaire result, respondents were dominated by 62.7% women and 37.3% men. As much as 60.1% domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi. Also, 49.1% were 25 – 35 years old and 35.5% were 15 – 25 years old. The majority of respondents have an income of Rp3.000.000, - up to Rp4.000.000, -.

This study uses the path analysis utilizing Structural Equation Model Analysis (SEM Analysis) with IBM SPSS 26 and IBM AMOS 24 software to determine the model. The basis for statistical decision-making is to accept Ha if the p-value was < 0.05 and to reject Ha if the p-value was > 0.05. Before carrying out statistical tests, the most important thing is fulfilling the requirements for reliability and validity. According to Arikunto (2010, p. 211), validity testing can show an instrument's success. The conclusion obtained

is that all indicators can be declared valid (variance extracted > 0.50). From the validity test using Pearson Product Moment, each indicator is declared valid, namely r count exceeds r table, and the significance value is less than 0.05 (p-value = 0.00 < 0.05). Meanwhile, a reliability test is a measuring tool in research, and it will be declared reliable if it can provide the same answer to the same symptoms consistently (Kriyantono 2012, p. 143). The reliability test got the Cronbach's Alpha value of this study greater than 0.60 (p-value = 0.971 > 0.60), so it was declared reliable.

DICUSSIONS

In this study, the average of each dimension can be seen from the mean value. The results are based on calculations in the SPSS; each indicator has an average value of 3 - 4. The result shows that the majority of respondents (N: 338) choose answers between 4 - 5 (4 agree; 5 strongly agree) based on a Likert scale. A value greater than the standard deviation value indicates a good result. The lower standard deviation value indicates that the research indicators do not experience deviations not to cause bias. All research indicators can be stated well.

In the statement regarding green storytelling marketing, respondents agreed with the statement, "Interested in following the story of #CeritaKompos." The result shows that the content displayed on #CeritaKompos can attract the audience's attention. Furthermore, the statement also received a high score on the dimensions of sharing value and fostering collaboration. Showing the values held by the company can be conveyed well; besides that, through green storytelling marketing activities, the company can bring the audience to feel like they belong to a community and collaborate on composting.

In terms of the statement regarding taming the grapevine, the statement displays problems that occur during composting activities. All indicators get a high score; the indicator with the lowest score contains the statement, "#CeritaKompos can conduct composting activity don't need a spacious place." However, the value obtained is still relatively high (3.254). The result shows that we can use green storytelling marketing to ward off problems around composting activities.

In the dimension of leading people to the future, the statement with the highest score was, "#CeritaKompos give hope about troubleshooting organic trash." In accordance with the elements contained in the dimensions, one must have speculations about the future (Amlani et al., 2016, p. 8). Demonstrate the company's ability to provide a shadow of hope for a better environmental future through green storytelling marketing.

Next, we will discuss in more detail the environmental consciousness variable. The values obtained on the affective dimension ranged from 3.187 to 3.868. The affective dimension contains the value of general beliefs about the environment that develops in society. These values can differ because they are based on individual life experiences (Sánchez and Lafuente 2010, p. 738). This then allows for differences in the assessment of each individual. Overall, the mean value obtained is relatively high. Shows the respondent's knowledge and understanding of the value of trust that develops.

On the dispositional dimension, one element needed is the sacrifice of costs for movements or actions to change the environment (Sháncez and Lafuente, 2010, p. 169). The statement has the highest score; "Pay the higher cost for Earth's sustainability" and "Pay the higher cost for solving the organic waste problem." It shows that respondents who have environmental consciousness are willing to sacrifice more costs to improve the earth as a whole and solve organic waste.

The cognitive dimension contains personal knowledge about the environment, in this study statements about organic waste and composting activities. Each statement gets a relatively high and uniform means value, namely 3.352 – 3.991. In the last dimension, namely the active dimension, the highest score was obtained by the statement, "Join the movement campaign about composting."

All the data stated above are normal based on the normality test which can be seen through the histogram, plot, and Kolmogorov-Smirnov test. Normality test was performed using IBM SPSS 26 software with the following results. The image above shows a histogram graph that is normally distributed because the pattern resembles a diagonal line. The distribution pattern of the P-Plot graph shows that the data is normally distributed following or approaching the diagonal line.

The normality test result was confirmed by the Kolmogorov-Smirnov One Sample test which showed the results of the Sig value. is 0.063. The result indicates that the residual value has been normally distributed or the requirements in the regression model have been met (> 0.05).

Confirmatory Factor Analysis

Confirmatory factor analysis can be seen the strength of the indicators of a study (Collier, 2020 p. 89). Factor loading, similar to regression weights, estimates the direct influence of unobservable constructs on the indicator. The factor loading scale above is the standard format. The scale value is at 0 – 1. The acceptable standard factor loading for an indicator is greater than 0.70 ($\geq$ 0.70). The explained variance of an indicator is calculated by taking the square of the standard factor assignment. Based on Collier (2020, p 88), calculations are carried out with the following formula:

$$C.R. = \frac{(sum\ standardized\ loadings)^2}{(sum\ standardized\ loadings)^2 + (sum\ indicator\ measurement\ error)}$$

Based on these calculations, the composite reliability of green storytelling marketing results obtained is 0.93. Then the composite reliability of environmental consciousness gets the result of 0.89. Lastly, based on these calculations, the composite reliability of the purchase decision gets the result of 0.92. The closer to 1, the better the composite reliability data will be. It can be assumed that all dimensions of the full model proved significant

Table 1. Confirmatory Factor Analysis

Constructs	Standardized Factor Loading	t-value	p-value
Green Storytelling Marketing (X) (C.R. = 0,93)			
Sparking Actions	,893	21,569	***
Communicating a Brand	,763	16,574	***
Transmitting Values	,835	19,164	***
Fostering Collaboration	,647	13,205	***
Taming th Grapevine	,795	17,653	***
Sharing Knowledge	,864	20,210	***
Leading People to The Future	,834	**	***
Environmental Conciousness (Z) (C.R. = 0,89)			
Affective	,771	17,129	***
Dispositional	,806	18,769	***
Cognitive	,807	18,964	***
Active	,868	**	***
Purchase Decision (Y) (C.R. = 0,92)			
Need Recognition	,871	**	***
Information Search	,825	20,424	***
Evaluation of Alternatives	,849	21,479	***
Purchase Decision	,809	19,572	***
Postpurchase Decision	,764	17,768	***

** = Items constrained for identification purposes.
*** = .000
C.R. = Composite Reliability

Source: (Processed Data, 2021)

In the green storytelling marketing variable, the dimension that has the highest standard is sparking actions (0.893). The data above (Table 1) shows that most of the trigger action dimensions form the Green Storytelling Marketing variable. The element contained in this dimension is the action displayed by marketers to transform the minds of the audience to take the same activity.

The dimension with the highest standardized factor loading is active (0.868). The elements contained in the active dimension relate to pro-environmental behavior through actions or movements carried out. The statement contained does not share information, follow the movement, participate in activities, and use green products. It can be concluded that someone has environmental consciousness who takes action for the environment. Prove the statement by Shánchez and Lafuente (2010, p. 747), green storytelling marketing has the potential to impact buying interest of groups with high environmental consciousness

There is no similarity between the two dimensions with the largest standard factor loading, namely the action element. Related to purchase decision, which has the highest dimension value, namely, need recognition. When having heightened environmental consciousness, someone will be aware and feel the need for green products. Green storytelling marketing is also considered influential when it can show actions that lead to the environment. In accordance with the (Albayrak et al., 2013, p. 36), high levels of environmental Consciousness can increase the intention to buy green products.

Modelling Green Storytelling Marketing Path

To know the variables that influence each other, we focus on the regression weight derived from the path. Based on the standardized regression weights, the green storytelling marketing influences on purchase decision mediated by environmental consciousness is known by having the estimated value is 0.973 (see Table 2). The green storytelling marketing variable influences purchase decision which is value estimated 0.568. Afterwards, green storytelling marketing variable on environmental consciousness is estimated 0.917. Meanwhile, environmental consciousness on purchase decision is value estimated 0.480. All the value estimations are significant (p-value *** or < 0.05), while the relationship between the three variables is positive.

Based on SEM model, we know the direct and indirect influence of green storytelling marketing on purchase decision (Table 2). Green storytelling marketing has more direct influence standardized estimation than the indirect one. The green storytelling marketing variable can directly (0.568) and indirectly (0.404) influence the purchase intention. It proves that green storytelling marketing influences purchase decision mediated partially by environmental consciousness which will be highlighted in the following discussions. The model derived from the analysis has been measured that it has required the goodness of fit. Model feasibility test (goodness of fit) is used to adjust specific paths to improve the suitability of a model.

The results of the feasibility test show a good value. These results can be seen from the values of CMIN/DF, CFI, SRMR, which received excellent

interpretation, and RMSEA, which was acceptable. The acceptable cut-off value reported may vary, it depends on literatures support they are referring (Awang, 2012, p. 64).

Table 2. Structural and Mediation Test Result

| Hypothesized Relationships	Standardizes Estimates	Direct	Indirect
H1: Green Storytelling Marketing → Purchase Decision	0.568	0.568	0.404
H2: Green Storytelling Marketing → Environmental Consciousness	0.917	0.917	
H3: Environmental Consciousness → Purchase Decision	0.480	0.480	
Mediation Test			
H4: Green Storytelling Marketing → Environmental Conciousness --> Purchase Decision	0.973		

Source: (Processed Data, 2021)

The result here delivers the message that knowledge and experience about the environment ultimately affects the consideration of product purchase decision. Compared to buying a new composter container, people with environmental consciousness are better off processing modified used buckets to be used as a place for composting. This difference in each individual follows the opinion (Amlani et al., 2016, p. 8) that storytelling activities can only persuade; but the meaning still depends on each person.

Effect Size

Effect size is the number of variants described in the existing mediation model in each path (Awang, 2012, p. 140). This calculation is used to find the mediating in of the mediator, namely environmental consciousness. Based on Awang (2012, p. 140), path cutting on IBM AMOS 26 is performed to find out that these values can be used to determine the significance mediator ins the mediation model.

We find out first, the relationship between environmental consciousness and purchase decision to get the value. Second, we make cut to find out the relationship between green storytelling marketing and purchase decision from its value. Finally, by using a complete path chart, we will depict the complete path model. Afterwards, the three values obtained are entered into the following formula:

$$Mediating\ Effect = r^2zy - (r^2xzy - r^2xy)$$
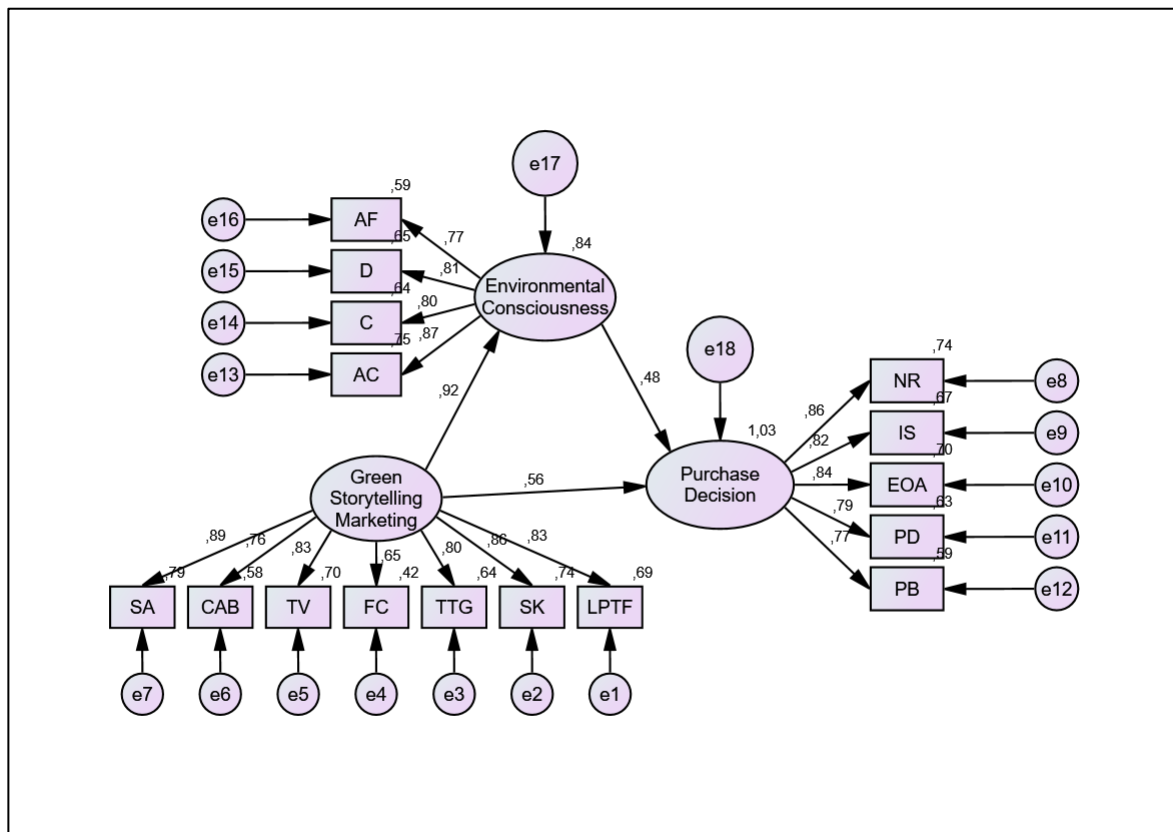
Figure 3. Path Diagram Full Model
Source: (Processed Data, 2021)

The effect size value is obtained by making cuts on the chart to get the actual value. Based on data obtained from IBM AMOS 26, green storytelling marketing on environmental consciousness is 0.84, while its influence on purchase decision is 0.98, and environmental consciousness influence on purchase decision is 0.98. Also, the influence of environmental consciousness on purchase decision, mediating green storytelling marketing, is 0.84. The calculation result is as follows:

$$Mediating\ Effect = 0.98 - (0.84 - 0.98) = 1.12$$

The mediating effect of this study is 1.12 < 0.26, or it can be said to have a large mediating effect (large range). The affective dimension (AF) of environmental consciousness contains general knowledge about the environment. In this study, the general knowledge discussed is about organic waste and composting. The educational discussions in green storytelling marketing #CeritaKompos are about composting steps, solving composting problems, and managing for better compost. Those are the reasons why green storytelling marketing #CeritaKompos could affect the affective dimension (AF).

In addition, on the dispositional dimension (D) of environmental consciousness, #CeritaKompos also explains more costs in purchasing products. The cost is identified as an essential factor affecting green product purchase decision. Therefore, there is suitability; green storytelling marketing

can influence environmental consciousness, which then mediates the influence of green storytelling marketing on purchase decision.

Based on previous research, only up to buying interest, but green marketing, namely Green Storytelling Marketing, can influence purchasing decisions through environmental consciousness. Following the research results by Albayrak, et al. (2013, p. 36), high environmental consciousness can increase the Purchase Decision of green products. Overall, the research questions in this study are answered. All null hypotheses have been rejected. Here, we ensure that green storytelling influences purchase decisions mediated partially by environmental consciousness (see Table 3 below).

Table 3. Hypothesis Result

Hypothesis	Influence	Estimates	p-value	Result
H1	There is a direct influence of Green Storytelling Marketing on Purchase Decision.	0,568	***	The influence is significant: reject H0 and accept H1.
H2	There is a direct influence of Green Storytelling Marketing on Environmental Consciousness.	0,917	***	The influence is significant: reject H0 and accept H2.
H3	There is a direct influence of Environmental Consciousness on Purchase Decision.	0,480	***	The influence is significant: reject H0 and accept H3.
H4	Environmental Consciousness mediates Green Storytelling Marketing on Purchase Decision.	0,973	***	The influence is significant: reject H0 and accept H4.

*** = .000

Source: (Processed Data, 2021)

In green storytelling marketing, information and knowledge are provided through the dimensions of sparking actions, communicating a brand, transmitting values, fostering collaboration, taming the grapevine, sharing knowledge, and leading people to the future. These elements are capable of influencing affective, dispositional, and cognitive dimensions of environmental consciousness. They can influence the active dimension, in which will mediate partially green storytelling on purchase decision (see Figure 4). The mediation influence itself is in a large range. Having said that, the mediation model of green storytelling marketing means that it can influence purchase decision through environmental consciousness which is drawn in Figure 4.
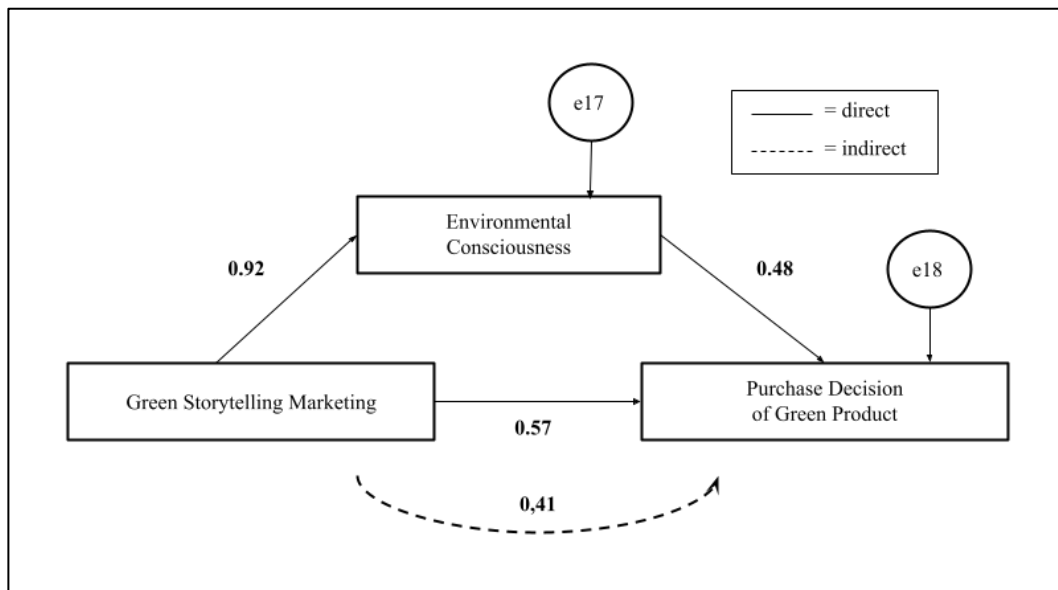
Figure 4. Path Model of Green Storytelling Marketing
Source: (Processed Data, 2021)

Based on the data above (see Figure 4), green storytelling marketing has a great influence on environmental consciousness, which turns to influence purchasing decision. Here, the partial mediation of environmental consciousness amongst green storytelling and purchase decision occurs. On the other hand, green storytelling marketing can also have a direct influence on purchase decision. The finding could never overlook the fact that there are 15.9% of residual factor influencing the environmental consciousness and 2.3% of residual factor influencing the purchase decision which are not observed in this research.

Green storytelling marketing contains the sparking actions dimension, which shows actual actions regarding environmental activities that are carried out. In this study, the activity carried out was composting. In transmitting values, Sustaination values are local, impactful, and sustainable. In addition, there is knowledge sharing containing knowledge and information about composting activities. Those dimensions that have the highest influence value in influencing the green storytelling marketing variable are sparking actions, transmitting values, and sharing knowledge (See Table 1). The three dimensions then affect the affective, dispositional, and active dimensions on the environmental consciousness.

Although green storytelling marketing is able to have a big influence, mediation variables are still needed, namely environmental consciousness. In accordance with Sháncez and Lafuente (2010, p. 747), environmental consciousness is able to show differences in outcomes or behavioral decisions taken, such as green products. Environmental consciousness, affective, dispositional, and cognitive dimensions can be influenced by information or knowledge about the environment that the individual owns. Dimension on environmental consciousness can be improved by green storytelling marketing, as mentioned in the previous paragraph, in which the affective, dispositional, and cognitive dimensions have high influence scores. The three dimensions can affect the active dimension, which gets the highest dimension

value in influencing the environment consciousness variable. One indicator of the active dimension is green consumerism, namely the purchase of products that emphasize sustainability.

CONCLUSION

Green storytelling marketing has a significant influence on purchase decision through environmental consciousness. Because the indirect influence occurred of green storytelling marketing on purchase decision through environmental consciousness is lower than the direct influence, the mediation is considered partial. There are supportive findings in this analysis. First, the element of direct practice needs to be done as an example for the audience. This is evidenced by the sparking actions dimension which becomes the confirmatory factor of green storytelling marketing variable coupled with the active dimension on environmental consciousness. Both have an activity element by showing and taking environmental care actions such composting. Second, based on all the strong influence of green storytelling on environmental consciousness, marketers can immediately learn and start to practice green storytelling marketing as part of green marketing strategies.

However, this study has some limitations. Sustaination is a marketplace that sells sustainable products from Indonesia. This study only discusses green storytelling marketing #CeritaKompos, Sustaination composter product and composting activities with #CeritaKompos. Apart from #CeritaKompos and composter products, as a marketplace, there are still various green marketing and other green products offered by Sustaination. Moreover, this research is limited by followers of the Sustaination Instagram account. It is expected that further research can have a wide range perspective. A larger sample can diverse the response to reflect the population. Sustaination sales are also still limited in Indonesia. Future research can also carry out in other countries. Lastly, this research is quantitative using a survey. The answers obtained can show the magnitude of the influence between dimensions and variables. To find out more clearly and definitely about the reasons for each individual, qualitative research is needed. Despite all the limitations, we believe that this research can be used as data and reference for market participants.

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