



## The Research Agenda of Green Education in Enhancing Environmental Concern and Green Consumption

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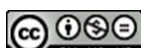
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### ABSTRACT

This research aims to provide an analysis of arguments regarding environmental education and environmental concern in the future. Based on the importance of educating the public or society about environmental awareness, several research agendas are recommended for future research, namely 1) Psychological theory such as motivation, both intrinsic and extrinsic factors, can be adapted to clarify the motivation of students or the community in taking environmental education which has an impact on environmental behavior, 2) Sociological theory such as social identity theory will be interesting to explain the behavior of student or community related to green concern, 3) stimulant organism response theory, 4) Concerning green consumption, 5) Research topics on green education and green concern that adapt cultural theory will be interesting and be a comprehensive perspective.



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## INTRODUCTION

The recent news of Jakarta Post written by Aqil (2020) informed rampant deforestation and the increase of rapid greenhouse gas emissions have placed Indonesia as the fourth rank of emitter after India, China, and the United States. This problem needs to be responded by the policymaker to anticipate the environmental problem starting from the education for both university students and all the society focusing on environmental concern. The trend of environmental concern inspires this writing to suggest the research agenda, particularly for green education to enhance concern of the university students and society related to environmental safety. Today, the environmental concern of the people in Indonesia has increased particularly in the middle class and well educated. Furthermore, the millennials and generation Z have become more concerned with the environment showing their performance of their daily habits at home and in schools as well and they're active in a campaign the eco-green. The rising of environmental concern in Indonesia stimulates this writing to suggest several research topics focusing on environmental education to support environmental knowledge, that in turn affect environmental attitude and behavior such as green consumption that still neglected.

## RESEARCH URGENCY OF ENVIRONMENTAL EDUCATION AND ENVIRONMENTAL CONCERN

The importance of achieving environmental knowledge and consciousness can be conducted by delivering education on environmental concern. Until now the environmental concern for

Indonesian people is still in the early stage, mostly the people do not have a good habit to protect and save the environment. Elucidating the relationship between education and increasing the environmental knowledge and consciousness of students and society will contribute knowledge to the people in having environmental concern and green consumption. It was informed that green attitude and behavior based on the fundamental foundation of customers behavior that stated customer perform certain attitude towards products or concept to show their preferences and impact on their behavior (Luchs & Moradian, 2012). Scholars have emerged to explain the development of customer behavior from a different perspective of theoretical approaches such as social identity, means-end theory, norms activation model, and many approaches from the theory of planned behavior (Gonzalez-Rodriguez, 2020). This theory can be adapted to portray the effect of green education on environment knowledge, environment consciousness, environment concern as well as green consumption.

A review from the previous studies presented that some researchers have elucidated environmental concerns from various perspectives. For instance, an exploration of pro-environment intentions from the aspect of self-identity (Lalot et al., 2019), the consequences of environmental practice, concerns, and image on willingness to pay premium price (Gonzalez-Rodriguez, 2020), and green experience value, trust, and customer-brand relationship (Gupta et al, 2019). Other studies have overarched green purchase behavior from the perspective of value attitude-behavior model (Cheung and To, 2019), biospheric value, green trust, theory of planned behavior on willingness to pay a premium price, and behavior intention (Yadaf et al, 2019), and value, belief, and preference for the green product (Yan et al, 2019). Considering the exploration of prior research, the topic of environment knowledge, consciousness, as well as environment concerned or people attitude and behavior to care the environments are still neglected (see Tonder et al, 2020; Issock et al., 2020; Xu and Jeong, 2019; Nguyen and Nguyen, 2020; Han et al, 2020). Therefore, there are some opportunities to fill the research gap.

#### **FUTURE RESEARCH AGENDA FOCUSING ON ENVIRONMENTAL EDUCATION**

Based on the importance of educating people or society towards the environmental concern, some research agenda for future research are recommended:

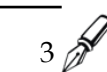
1. The theory of psychology such as motivation both intrinsic and extrinsic factors can be adapted to clarify the motivation of the students or society to pursue environmental education that impacts their environmental behaviors. Moreover, adapting the students' personalities such as the theory of the big five personalities can evaluate the students' traits who have concerned with the environments. Another interesting research topic is elucidating the motivation factor of students' environmental concerns from the perspective of religiosity due to Indonesian Muslim people are the majority. So, their level of religiosity may increase environmental concerns.
2. The theory of sociology such as social identity theory will be attractive to elucidate the behavior of students or people related to the green concern. For instance, the effect of green education on green knowledge, green consciousness, green satisfaction, and green identification. Another interesting topic is to link between the relationship of social support, green education, green policy from the government, and green attitude and behavior.
3. The theory of stimulus organism response also becomes the theory that interesting to be used to predict people's environmental concerns. Some stimulus such as environmental education and training, environmental knowledge, family support, etc may affect psychological factors of people or students such as positive or negative sentiment with green concern. The subsequent of their psychological aspect both positive and negative may influence the environmental tendency and environmental behavior.
4. Concerning green consumption, several agendas of future research can adapt the theory of co-creation value and green consumption. For instance, how to support customer participation and customer citizenship behavior and the impact on their loyalty towards

green products. Several constructs to elucidate customer or people green consumption such as green value or green experience is something new to contribute to the new theory of green consumption behavior.

5. Finally, the research topic of green education and green concern adapted the theory of culture will become interesting and make a comprehensive perspective.

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