



# How Do Websites with a Sustainability Concept Affect Consumers' Repurchase Intentions?

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**Abstract.** A The website is a media promotion that is widely used by consumers today to find product information before making a purchase. In this case the concept of a website should be directed and measurable, for example skincare companies using websites to build a company image and encourage customer repeat purchases. This study aims to understand the repurchase intention influenced by the websites with concept of sustainability a sample of 200 respondents of skincare users who have explored such websites. The analysis used simple linear regression. The results show that consumers who surf websites with the concept of sustainability repurchase products, which means that there is a positive effect of websites with the concept of sustainability on customer repeat purchases.

**Keywords:** green website · green marketing · sustainability · repurchase intention · consumer behavior

## 1 Introduction

The rapid development of technology has encouraged people to be more creative in developing new and innovative ideas. The use of the internet as a business tool increases the company's competitiveness. By using the internet to assist the company's marketing programs, the company will be increasingly recognized by its consumers around the world. Therefore, the use of technology, especially the internet, has increased the competitiveness of companies and built long-term relationships both with consumers and with business relationships. Marketing programs on the internet are known as digital marketing, both through website marketing and social media marketing.

The company website must have a clear concept, because it is not only product information but also information about the company (company profile and activities) [1]. The concept of sustainability is widely used in several companies, both in manufacturing, medicine, and skincare [2]. The concept of sustainability is that in its activities the company does not endanger nature and the surrounding environment. The company's

concern for the environment has now become a trend that needs to be followed, because go-green campaigns for the safety of the earth are widely promoted throughout the world.

Companies that carry out their activities by paying attention to the environment can become their own attraction for consumers and potential consumers. Especially now that environmental care has become a lifestyle for developed communities. Caring for the environment means literally not harmful to the environment. The term most often refers to products that contribute to green living or practices that help conserve resources such as water and energy. Environmentally friendly products also prevent contributions to air, water and soil pollution [3].

A web-based green marketing information system is needed by companies to effectively run their marketing programs, from which the companies will get an increase in repeat purchases. In other words, the marketing information system produced by the company must be accurate and up to date to, avoid poor marketing decisions honest approach to corporate social responsibility, clear product information and other promotions. Weak marketing information systems through websites can also result in companies experiencing losses because errors in marketing policies can cause competition defeat. For this reason, the company must produce a good website marketing information system to increase the effectiveness of marketing activities. As is the case with energy products that have succeeded in building the right web marketing communications to customers as new, renewable energy [4], skincare companies also hope that the message of caring for the environment can be conveyed properly.

Waites *et al.* used signal theory to provide a better understanding of the underlying mechanisms that drive the influence of trust on purchase intention. Consumers are faced with countless messages every day and may have a hard time deciphering a legitimate green campaign from an empty promise. Therefore, additional insights are needed to understand the precise signals that promote trust development [5]. Putri *et al.*'s research states that companies must avoid green washing to make consumers make a repeat purchase [6].

This research integrates the concept of sustainability and website marketing. Well-designed websites are considered helpful for finding information and making quick purchases [7]. It is important to understand the role of the websites with sustainability concept in consumer behavior even though consumers do not always make purchases through the websites post-pandemic era. However, information in green websites tends to be elusive which requires further investigation.

## 2 Literature Review

### 2.1 Repurchase Intention

Repurchase intention is the tendency to repurchase a brand and in general based on the suitability of the purchase motive with the attributes or characteristics of the brand that can be considered [8]. Repurchase intention can be measured through several dimensions: 1) consumer's plan to repurchase a product, 2) certainty of consumers on a product, and 3) the possibility of consumers to repurchase a product [9]. Pee *et al.* [10] say that repurchase intention is: "the continuous use or purchase of attention which is the starting point for the emergence of desire (desire) to carry out an activity that is expected by the

communicator". Meanwhile, repurchase intention according to Perez et al. [11] is: "a strong desire, passion, a very high tendency to get something back by sacrificing, getting something by paying money".

## 2.2 Websites with Sustainability Concept

Digital marketing is an activity in the field of marketing that takes advantage of platforms on the internet within reach of the target consumers. Digital marketing can also be defined as product marketing or services via the internet or called i-marketing, web marketing, online marketing, e-marketing, or e-commerce [12, 13]. Website marketing is a good strategy, especially in building relationships between companies and consumers. Companies can apply the concept of sustainability to build a good corporate image so that it has an impact on consumers' desire to buy products again [10, 14]. Sustainability is widely used by environmentalists to explain the idea that the natural resources we have are actually limited. Therefore, they have to be used wisely and efficiently so that they can last much longer.

One purpose of making a website is to make it easier for companies to inform the consumers about the company's business goals. Some aim to increase product sales, branding, and inform company profiles [15]. Some companies use the concept of sustainability or other terms, such as go green, companies that care about the environment, and companies that are environmentally friendly [16]. Providing information about corporate social responsibility is also part of the concept of sustainability. Others include reducing plastic waste [17, 18], avoiding animal experiments on the environment [19], and providing product information such as not using hazardous materials [20].

Websites with the concept of sustainability are reflected in images and, color symbols they use that reflect environmental and social care. Logos play an important role in corporate branding and visual identity strategy because they communicate the corporate identity (CI) to the audience to maintain a competitive advantage. The theory of product suggests that customer impressions are based on four elements of a logo, namely name, color, typography and design [1]. Color is the key to attracting consumers' attention. It is symbolic because it can be associated with different consumption rituals. Color is also a more imperative element than form to textures because feeling can be attached to color. It conveys a message to the audience, and the message can include multiple meanings based on other factors. The color of a logo is very important in terms of recognition, helping a company and/or its brands stand out. The second element of corporate logos is typography, the main communication objective. It can communicate through logos and is endorsed by managers. The company's typography makes it easy to remember and read [1, 21, 22].

Well-designed websites are considered helpful for finding information and making quick purchases [7]. Although consumers do not always make purchases through the website, they always look for information about the company and its products through the website. Therefore, it would be beneficial if the company website also has a product catalogue. Online catalogues are similarly helpful for tasks related to purchasing. They also help to enhance shopping, to identify the right product, to make the buying process simpler and the e-consumer more productive. Without any way to make a direct

purchase, a consumer browses the digital catalogue to research products, find deals, promotions, and get inspiration [7, 23].

A good website design is not only about its aesthetic appearance, but also puts the user experience first. With an e-commerce design that is aesthetically pleasing to the eye, and easy to navigate, companies are ready to achieve success with their online business [24, 25].

### **2.3 The Effect of Websites With the Concept of Sustainability on Consumers' Interest in Repurchasing Products**

A website has potential to increase repeat purchases. It is not surprising that some research has focused on certain website attributes that are believed to influence consumer behavior in making purchases. While some researchers find evidence that website quality has a positive impact on pre-purchase and post-purchase [10, 14], others found that the magnitude of this effect depended on other factors, such as direct familiarity with the site before making an online transaction [26, 27], or product category and previous online experience [7, 28]. The hypothesis in this study refers to research conducted by Jaiswal et al. [29] where they suggest that a website with the concept of sustainability has a positive effect on product repurchase interest.

## **3 Method**

Previous studies have explore regarding consumers' interest in repurchasing products. This study aims to fill in current research on websites with a sustainability concept that could influence consumers' interest in repurchasing products. There were 200 respondents from South Sumatra in this study aged between 17 and 50 years. The majority of participants were female (72%), and male (28%) in South Sumatra. The age of the respondents ranged from 17 to 50 years. The distribution of the questionnaires was done online.

Websites with the concept of sustainability are measured using a Likert scale. There are 8 statements to measure consumer experience in exploring sustainability concept websites [29, 30]. The results of the reliability measurement meet the requirements ( $0.869 > 0.60$ ) while the validity results meet the requirements of each item  $r_{count} > r_{table}$  ( $0.713 > 0.12$ ;  $0.607 > 0.12$ ;  $0.705 > 0.12$ ;  $0.608 > 0.12$ ;  $0.572 > 0.12$ ;  $0.665 > 0.12$ ;  $0.5884 > 0.12$ ;  $0.573 > 0.12$ ). There are 5 items to measure repurchase interest [8, 10]. This scale has a reliability value of 0.796. The validity measurement scale on this variable also meets the requirements for each item  $r_{count} > r_{table}$  ( $0.675 > 0.12$ ;  $0.672 > 0.12$ ;  $0.829 > 0.12$ ;  $0.795 > 0.12$ ;  $0.811 > 0.12$ ). The variables of consumer experience in browsing websites with sustainability concepts such as aspects of the uniqueness of companies that care about the environment, images, color symbols. They are can reflect environmental and social concerns, convenience of use, interest and others, while buying interest has high interest, purchase plans products, product purchases and product repurchase intentions.

Correlation test ( $r$  test) is used to determine the relationship between the influence of the independent variable and the dependent variable. The following are the results of

the correlation coefficients: 1) Very Low Relationship (0.00–0.199); 2) low relationship ( $> 0.20$ –0.399); 3) moderate relationship ( $> 0.40$ –0.599); 4) strong relationship ( $> 0.60$ –0.799); and 5) very strong relationship (0.80–1.000). Hypothesis testing using t test to determine how variable X and variable Y are related, more precisely whether variable X (websites with the concept of sustainability) really affects variable Y (consumers' interest in buying products).

## 4 Result and Discussion

### 4.1 General Description of Respondents

In this study, there were several variables of the respondent's profile, gender, skincare brand, type of skin care products often purchased. We gave open-ended questions about the most frequently visited cosmetic and skincare companies' websites with sustainable concepts in Indonesia such as The Body Shop, Wardah, Envy Green, and Innisfree. The results showed that the majority of respondents were women (72%) and the skincare brand mostly used was Wardah (65%), followed by The Body Shop (35%), Skin care products that was often purchased by facial cleansers (65%). Respondent behavior is an illustration of how respondents experience when exploring several websites that have elements of environmentally friendly concepts. Figure 1 and Fig. 2 show websites with such concept:

### 4.2 Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)

The results of the calculation of the correlation coefficient and the coefficient of determination of the websites with the concept of sustainability and repurchase intention can be seen as follows:

Table 1 shows the value of r as the correlation coefficient in the study (0.700). The Correlation coefficient of 0.700 is between  $> 0.60$ –0.799, which indicates that there is a strong relationship between websites with the concept of sustainability and repurchase intention on the object of skincare companies. The value of (R<sup>2</sup>) square / coefficient of

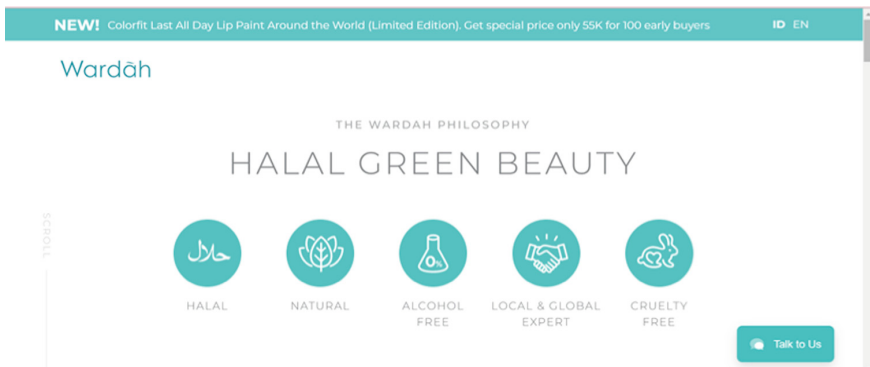


Fig. 1. Wardah Website

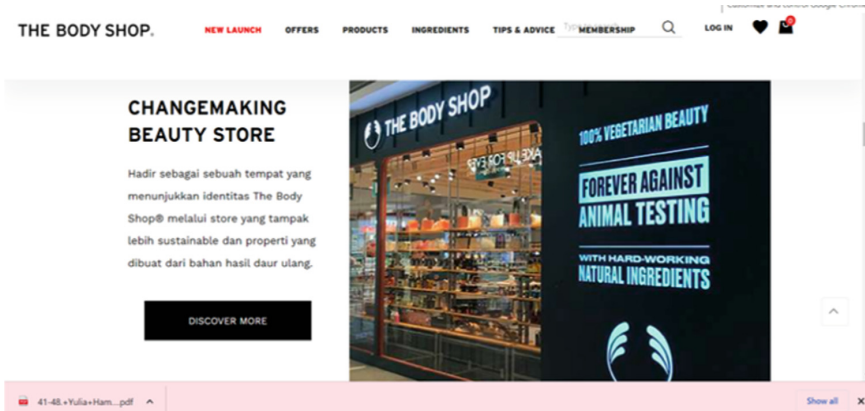


Fig. 2. The Body Shop Website

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 <sup>a</sup>	.490	.487	2.356
a. Predictors: (Constant), WS				
b. Dependent Variable: RI				

determination is 0.490 which shows that the websites with the concept of sustainability (X) is able to explain repurchase intention of 0.490%, while the remaining 0.51% is explained by other variables not included in this study.

### 4.3 Hypothesis Test Results (t Test)

The t-test was conducted to determine the effect of websites with the concept of sustainability on repurchase intention. The following assumptions:

1. If the value of t count > the value of t table, it can be interpreted that the websites with the concept of sustainability can influence positively (X) on repurchase intention (Y)
2. If the value of t count < value of t table, it can be interpreted that the websites with the concept of sustainability cannot influence positively (X) on repurchase intention (Y)

From the results of simple linear regression analysis, it can be seen that the t test is in the following table:

Table 2 shows the acquisition of the t-count value (13.791) > t table (1.677) with variable X (website with the concept of sustainability) strongly affects variable Y (consumers' interest in buying skincare product). Websites with the concept of sustainability

**Table 2.** Test Results (t test)

Independent Variable	t count	t table	Sig	conclusion
websites with the concept of sustainability	13.791	1,655	0,000	t count > t table (supported)

have a positive and significant effect on repurchase intention, which means the research hypothesis is accepted.

#### 4.4 Discussion

The results of this study may indicate the importance of creating a website with a sustainability concept, and we hope that companies will find our findings useful. There are two general goals of creating a business website with a sustainability concept: selling products or services and building credibility and strengthening the image of an environmentalist company. The purpose of having a company website is to display a company profile to build credibility in cyberspace. The company's website does not bring in revenue directly. However, the company website is important to be a reliable source of information about the company. In addition to providing information and building credibility, a website is important in creating an experience in getting information about a product.

The scale of consumers' experiences in browsing websites with the concept of sustainability includes several aspects: the uniqueness of the companies that care for the environment, images, color symbols that reflect environmental and social concerns, convenience of use, and good overall impression of the websites. These affects can positively improve consumers' experience, so it can increase repeat purchase. Companies need to pay attention to all of these aspects in their websites so that they can build good long-term relationships with consumers.

The results of this study are in accordance with the research by Jaiswal *et al.* [29] where they suggests that a website with the concept of sustainability has a positive effect on product repurchase interest. Consumers agree that interest in the product increases after searching for product information and reading an overview of the company that produces the product. Consumers also plan to purchase products after viewing the website as a whole. In addition, product repurchase increases because consumers trust the brand by using the company's products means participating in environmental care.

**Acknowledgment.** As one of the main communication media between consumers and companies, websites with the concept of sustainability inform messages that could have long-term effect. This does not only affect the planning for product purchases and first purchases, but also repurchase intentions. A website with a sustainability concept must be designed to send systematic, measurable, accurate and reliable information about the company's activities and the creation of its environmentally friendly products. The findings in this study may lead to a new avenue of research on the role of online marketing in repeat repurchases. Further research to different approaches in online marketing would be needed.

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## Website

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