



Does Internet Information Enhance the Intention to Switch? Evidence Shifting to Eco-Friendly Products

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Abstract

Purpose – The research aims to explore the impact of user experience and satisfaction on switching intentions, addressing the challenge of user retention amid growing competition. Despite this, a gap exists in understanding the role of internet information, necessitating further investigation.

Methodology – The study utilizes a quantitative, causal research approach with a questionnaire survey involving 151 respondents selected through purposive sampling. Structural Equation Modeling (SEM) is employed for data analysis.

Findings – The study reveals that positive user experience encourages product switching, while user satisfaction has a negative effect with the intention to switch. Additionally, internet information moderates the impact of user satisfaction, offering insights into users' product-switching tendencies. Satisfied users are more likely to exhibit loyalty.

Originality – The research explores the environmentally aware younger generation's reliance on the internet for information exchange and presents results on consumer behavior with alternative eco-friendly products.

1. Introduction

Customers worldwide are becoming more interested in eco-friendly items due to the urgent need to solve environmental issues and encourage sustainable practices (Chen et al., 2021). People are looking for products that fit with their values, tastes, and help create a healthier environment as they grow more environmentally conscious (Fiore et al., 2017). Increased awareness and activism for environmental protection have recently led to significant increase in the market for eco-friendly goods. More discriminating consumers are looking for goods that are not only useful and affordable but also environmentally friendly. In order to draw in and keep eco-aware customers, businesses across a range of industries are under increasing pressure to integrate eco-friendly methods into their product offerings (Rahman et al., 2017). Consumers are being driven to look for greener options when purchasing due to the growing worries about environmental deterioration and resource depletion. Eco-friendly products have evolved as a practical response to these worries because of their lower environmental effect and sustainable design (Prihandono

et al., 2020). These goods fall under a variety of categories, including everything from personal care products and household goods to energy-saving equipment and environmentally friendly.

A key indicator of long-term consumer behavior is user satisfaction, a multidimensional construct that includes consumer perceptions, attitudes, and emotions (Amalia & Budiono, 2022). When customers are happy with a product, they are more likely to form a strong emotional bond with it, see its value as being higher, and show brand loyalty (Kaura et al., 2015). User satisfaction is a key factor in the intention to convert from traditional products to more environmentally friendly options in the context of eco-friendly products. Customers are more likely to express greater levels of satisfaction when they believe eco-friendly products are of high quality, efficient for their intended use, and ethically created (Martinho et al., 2015). Further increasing customer pleasure are the perceived environmental advantages of adopting eco-friendly items, which support feelings of social responsibility and personal fulfillment. Customers become more inclined to embrace sustainable consumption habits as they become more satisfied with eco-friendly options. Happy customers are more likely to use eco-friendly items in the future, make additional purchases, and promote sustainability to their social networks (Kan et al., 2017).

Customer preferences and behaviors are significantly influenced by user experience, which includes the emotional, cognitive, and practical aspects of customer connection with products. Designing successful tactics to encourage sustainable consumption requires a thorough understanding of how user experience affects the decision to convert to eco-friendly items (Prihandono et al., 2020). In order to influence consumers' preferences for and actions about eco-friendly products, user satisfaction and user experience are crucial. Positive user experiences include emotional fulfillment, usability, convenience, and environmental value fulfillment (Silintowe & Sukresna, 2022). Happy and actively engaged consumers are more likely to acquire a sense of loyalty and enthusiasm for environmentally friendly goods. For a number of reasons, it is crucial to comprehend the precise user experience components that support or undermine the desire to switch to eco-friendly items. First off, using eco-friendly items frequently necessitates customers making changes to their current routines and preferences, which can be impacted by the functionality, usability, and perceived advantages of such products. Second, great user experiences can foster a sense of fulfillment and emotional connection with environmentally friendly decisions, enhancing the possibility of long-term adoption and brand loyalty (Yu & Han, 2021). Consumer preferences for eco-friendly items have undergone a paradigm shift across all countries as a result of growing environmental concerns and the pressing need to stop climate change. These eco-friendly decisions indicate a growing understanding of how consumer behavior affects the environment and a willingness among consumers to change their buying habits to more sustainable ones (Suci et al., 2022). The internet has completely changed how consumers obtain information and make decisions regarding sustainable consumerism and eco-friendly products. The abundance of online knowledge on environmental problems and eco-friendly substitutes has the power to greatly affect user pleasure, user experience, and ultimately, the decision to move from conventional products to more sustainable alternatives.

The internet has developed into a massive informational resource on environmental issues, sustainable lifestyles, and eco-friendly goods in the digital age (Bonilla et al., 2018; Wijekoon & Sabri, 2021). Online platforms are used by environmental organizations, governmental organizations, eco-aware bloggers, and green advocacy groups to spread information about ecologically friendly alternatives and promote public awareness of ecological issues (Czarnecka et al., 2022). Users can also express their opinions, suggestions, and concerns about eco-friendly items via social media and online discussion boards (Wijaya et al., 2023). The young generation's interactions with and perceptions of environmental issues have been profoundly influenced by the

extensive accessibility and availability of online information (Astuti et al., 2022). The internet has become a potent tool for raising environmental awareness and influencing the intention to convert to eco-friendly items as it continues to play a significant role in people's daily lives (Fuentes et al., 2014).

The internet provides a crucial channel for young people to access of information, insights, and resources on sustainability as environmental concerns become more pressing and visible, guiding them to make eco-aware decisions (Lin et al., 2020). The internet has transformed the way information is shared, giving the younger generation instant access to a huge body of environmental knowledge and data. Their grasp of important environmental concerns is aided by online resources, social media, environmental blogs, and the official websites of eco-friendly companies (Alamsyah, 2020). The effects of human activity on the environment are vividly communicated through engaging multimedia content, such as instructional videos, infographics, and essays, underscoring the significance of sustainable living habits. Customers' intentions to migrate from conventional items to more sustainable alternatives become more obvious as their satisfaction with eco-friendly products rises. Positive user experiences support the satisfaction-intention relationship, encouraging customers to embrace and continue using eco-friendly products and maybe persuading others in their social networks to follow suit.

Previous studies have looked into the intricate relationships between user experience, contentment, internet knowledge, and the desire to switch to eco-friendly items. In order to encourage sustainable consumer behavior and the adoption of eco-friendly alternatives, it is crucial to comprehend how these interrelated elements interact. According Lakatos et al., (2021) user satisfaction with environmentally friendly products is a key factor in motivating consumers to make the switch to environmentally friendly alternatives. Román-Augusto et al., (2022) reinforce that customers are more likely to embrace and continue using eco-friendly items if they have a positive perception of them, as this increases their sense of satisfaction and attachment. Positive encounters with environmentally friendly alternatives can increase consumer loyalty and increase the possibility that they will promote sustainability (Testa et al., 2015). Positive user experiences with eco-friendly products, according to Ratna & Ojha (2022), have a big impact on consumers' intentions to switch. Consumer attitudes and purchasing choices are greatly influenced by elements including user-friendliness, functionality, convenience, and perceived environmental benefits of eco-friendly alternatives. A positive user experience with these items may improve consumers' propensity to choose eco-friendly alternatives over more traditional ones (Cho et al., 2017).

The internet is a powerful media for educating the younger generation about environmental issues and sharing information. Young people become more environmentally aware due to access to information about environmental problems and long-term solutions, which sparks their interest in eco-friendly habits and goods (Blasi et al., 2020). The amount of information on the internet about environmentally friendly items greatly impacts people's intentions to switch. Consumers are more likely to make wise decisions when they have easy access to thorough information on sustainable options, including product characteristics, environmental advantages, and user reviews. Positive online evaluations, peer recommendations, and user-generated material help to increase consumer trust in environmentally friendly goods (Li-ming & Wai, 2013), which increases the likelihood that consumers will move from conventional to environmentally friendly options.

According to Burhanudin & Ferguson (2018), those who are more environmentally concerned are more likely to have the intention to switch to eco-friendly items. An individual's awareness of environmental problems and readiness to accept personal responsibility for minimizing their environmental impact are referred to as environmental consciousness. Customers

who care more about the environment are more likely to look for eco-friendly substitutes, prioritise sustainability when making purchases, and show a stronger desire to switch to greener products (Barbarossa & De Pelsmacker, 2016). The reliability of online information significantly influences consumer perceptions and intentions toward eco-friendly items. Information from reliable sources, expert recommendations, and official brand websites are more likely to be trusted by consumers. The availability of eco-labels, independent certifications, and open disclosure of a product's sustainability increases customer confidence and positively impacts their decision to convert to eco-friendly goods (Chin et al., 2018; Delafrooz et al., 2014). Consumer behavior and the decision to switch to eco-friendly products are significantly influenced by social influence, both online and offline. Positive social norms that support sustainability can influence people to make more environmentally friendly decisions, such as when green conduct is generally acknowledged and supported by peers. Online contacts with peers and eco-aware influencers that support sustainable living can instill a feeling of social responsibility in young customers, motivating them to adopt eco-friendly activities and products.

Despite extensive study on the importance of user experience in shaping consumer behavior across a range of contexts, little is known about how it specifically affects consumers' intentions to switch to eco-friendly goods. Prior research has mostly concentrated on how product characteristics e.g. (Chin et al., 2018; Prihandono et al., 2020), environmental awareness e.g. (Bull et al., 2016; Martinho et al., 2015; Sonnenberg et al., 2014), and societal impacts influence customer intentions toward sustainability. However, there is limited investigation of the user experience's function in this situation. By evaluating user intention to transition to eco-friendly items and the factors that influence this behavior, the current research seeks to close this gap. It will look into how important user satisfaction and experience influence consumers' choices of environmentally friendly options. Businesses can leverage actionable insights from understanding how user intention to switch is influenced by positive experiences and satisfaction with eco-friendly products to better design their offers to satisfy customer needs (Putri et al., 2020).

This study explores the variables affecting consumers' decision to convert to eco-friendly products. It will specifically look into how user pleasure and experience affect consumers' propensity to select eco-friendly products over traditional ones. Since digital platforms have an increasing impact on influencing consumer preferences and behavior, the study will also examine the role of online information in regulating this relationship. Businesses must comprehend the underlying reasons that affect consumers' intentions to convert to eco-friendly products if they want to stay competitive in this changing market (Confente et al., 2020; Papadas et al., 2017). There is still a need for a thorough investigation of customer intention to switch specifically in the context of eco-friendly items despite previous research exploring the determinants of environmentally conscious behavior.

This research generates originality and helps businesses develop more successful tactics to encourage sustainability and eco-consciousness among their consumer base through thoroughly investigating user intention to switch in the context of eco-friendly products. In the end, this effort seeks to promote a wider adoption of environmentally friendly alternatives, spurring progress toward a more sustainable future and considerate of the environment. This study seeks originality help advance understanding of the psychological mechanisms that underlie sustainable consumer behavior in the digital age by examining how internet information modifies the correlations between these factors.

2. Research Methods

The research aim to investigate the links between user satisfaction, user experience, internet information, and the intention to switch to eco-friendly items, this study used a cross-sectional research design. The 151 samples from the Lemeshow formula with a 95% confidence level were used to represent the study's respondents, who are environmentally concerned shoppers. Participants chosen through purposive sampling must be between 18 and 25 and currently use conventional (non-green) products. Additionally, they should have access to the internet to research eco-friendly products or have already been exposed to information about eco-friendly products through the internet.

A standardized questionnaire with a 5-point Likert scale will be used to assess user satisfaction with conventional products. Participants' satisfaction levels with their current conventional products will be measured using the scale adopted from Mirhoseini et al., (2021) and Gök et al., (2019). A standardized survey that includes questions on participants' emotional attachment, perceived performance, and ease of use, is used to evaluate user experience for currently available conventional products adopted from Yoon et al., (2020) and Santoso & Schrepp (2019). Self-reported measures, such as the frequency of accessing online sources, the kind of information sought, and the perceived trustworthiness of the material, will be used to assess participants' exposure to internet information on eco-friendly items adopted from Zhitomirsky-Geffet & Maman (2014) and Blinova & Solomin (2022). The willingness of participants to accept eco-friendly substitutes in diverse consumption contexts will be evaluated through a collection of items used to gauge their intention to convert to eco-friendly products adopted from Perez-Castillo & Vera-Martinez (2020) and Kazmi et al., (2021).

The investigation intends to investigate the connections between user experience, user satisfaction, online information, and the intention to switch to eco-friendly products. Inferred from observed variables but not directly measured, researchers can examine and modelled latent variables using the statistical method known as structural equation modeling (SEM). SEM is a flexible method that combines multiple regression and component analysis to assess intricate theoretical models (Byrne, 2020). SEM enables researchers to evaluate causal connections between variables and gauge how well their models fit the data (Harindranath & Jacob, 2018). As a general rule, the sig value is 0.05 and the t-value is 1.96.

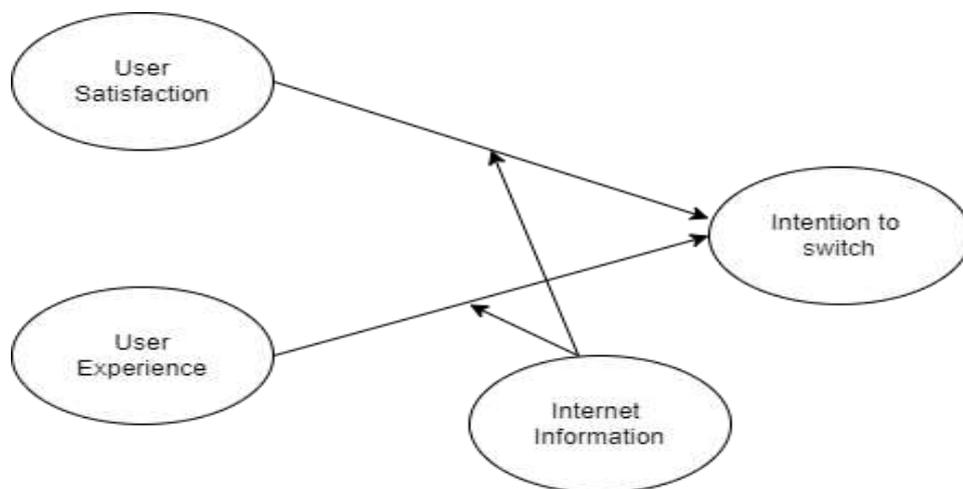


Figure 1. Conceptual Framework

3. Results and Discussions

The validity of the measurement model ensures that the observed indicators genuinely reflect the underlying construct. To establish the validity of our proposed measurement model, we employ Confirmatory Factor Analysis (CFA), a widely used method in structural equation modeling (SEM), to rigorously evaluate the adequacy of our theoretical framework.

Table 1. Kaiser-Meyer-Olkin (KMO) and Bartlett's test

KMO and Bartlett's test	Result
Kaiser-Meyer-Olkin (KMO)	0.774
.sig	0.000

Source: processed data

The factor analysis results indicate that the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test are both statistically significant, meeting the rule of thumb for adequacy as represented in Table 1. Additionally, the factor analysis yields a value greater than 0.7, confirming the satisfactory level of factor loading for the observed variables in Table 2.

Table 2. Validity and Reliability Test Result

Variable	Indicator	Loading Factor	Cronbach Alpha
User Satisfaction	US1	0.797	0.814
	US2	0.877	
	US3	0.809	
	US4	0.865	
	US5	0.778	
User Experience	UE1	0.843	0.831
	UE2	0.885	
	UE3	0.911	
	UE4	0.884	
	UE5	0.846	
	UE6	0.773	
	UE7	0.754	
	UE8	0.722	
	UE9	0.782	
	UE10	0.742	
Intention to Switch	IS1	0.814	0.842
	IS2	0.891	
	IS3	0.863	
Internet Information	II1	0.782	0.811
	II2	0.858	
	II3	0.750	
	II4	0.848	
	II5	0.828	
	II6	0.828	
	II7	0.887	
	II8	0.878	
	II9	0.898	

Source: processed data

Testing reliability aims to assess the consistency and stability of a measurement instrument or a set of items used to measure a specific construct or variable. As depicted in Table 2, Cronbach's alpha value exceeds the threshold of 0.7, it fulfills the rule of thumb for reliability assessment. Following the assessment of validity and reliability, the subsequent step involves examining the impact of the variables, including testing for any moderation effects. The results of the statistical tests are presented in Table 3.

Table 3. Hypothesis Testing

Effect	Estimate	S.E	C.R	P	Result
User Satisfaction → Intention to Switch	-0.087	0.051	2.132	0.043	Negative Significant
User Experience → Intention to Switch	0.311	0.132	2.677	0.018	Positive Significant
Moderating 1	-0.067	0.034	-2.883	0.007	Negative Significant
Moderating 2	0.044	0.025	1.538	0.112	Positive not Significant

Note: Moderating 1 is internet information moderate the effect of user satisfaction towards intention to switch. Moderating 2 is internet information moderate the effect of user experience towards intention to switch.

Source: processed data

Based on the hypothesis test, it was determined that the connection between user satisfaction factors and the intention to switch has both adverse and notable effects. This outcome suggests that when consumers are dissatisfied with non-green products, it substantially influences their inclination to shift to environmentally friendly alternatives. The hypothesis exploring a strong and positive correlation between user experience factors and the intention to switch was also investigated, and the findings validate its presence. This connection underscores that a customer's prior experience with eco-friendly products significantly affects their immediate intention to transition to such items. Additionally, the hypothesis testing regarding the interplay of user satisfaction, moderated by internet information, with the intention to switch reveals unfavorable and meaningful impacts. This outcome implies that the role of Internet information intensifies the bond between consumer contentment and the desire to switch. As a result, the online availability of information progressively propels customers towards adopting environmentally friendly goods. Conversely, the hypothesis testing pertaining to the interplay of user experience variables, moderated by internet information, with the intention to switch demonstrates positive yet insignificant effects. This discovery suggests that the influence of internet information does not substantially contribute to enhancing the user experience related to the intention to switch. Following an assessment of these variables' effects, the study also conducted an evaluation of the construct fits the data, as presented in Table 4.

Table 4. Model Fit Result

Quality Indices	Fit Criteria	Output Model Result	Noted
Chi Square (CMin)	$P > 0.05$ (5%)	0.000	Marginal Fit
TLI	$TLI > 0.90$	0.786	Marginal Fit
CFI	$CFI > 0.90$	0.813	Marginal Fit
RMSEA	$RMSEA < 0.08$	0.065	Good Fit
AIC	AIC < Saturated and Independence model	$662.242 < 813.000$ and 1379.535	Good Fit
ECVI	ECVI < Saturated and Independence model	$4.939 < 6.059$ and 10.321	Good Fit

Source: processed data

Table 4 presents the assessment of construct goodness of fit, indicating that several goodness of fit measures meet the rule of thumb criteria. Specifically, the Absolute Fit measures in Table 4 satisfy the recommended thresholds. The examination of coefficient determination in the test aims to analyze the impact of these variables on the intention to switch, as illustrated in Table 5.

Table 5. Coefficient Determination

	Estimate
Intention to Switch	0.722

Source: processed data

The coefficient of determination (R^2) in Table 5 quantifies the extent to which the variation in the dependent variable can be explained by the independent variable, as indicated by the derived equation. Meanwhile, the multiple correlation coefficient (R) reflects the degree of closeness in the relationship between variables. The obtained estimate of the Dependent Intention to Switch Variable, which is 0.722 or 72.2%, demonstrates that the independent variables can explain 72.2% of the variance in the Intention to Switch towards Green Products. This implies that User Satisfaction, User Experience, and Internet Information variables collectively influence or contribute to 72.2% of the variability observed in the intention to switch to environmentally friendly products.

3.1 Discussion

The study aimed to examine the connection between user satisfaction and the desire to convert to environmentally friendly products. Unexpectedly, the results showed a contradictory trend, with customer pleasure appearing to have a negative effect on the intention to convert from conventional items to eco-friendly alternatives. This unexpected finding supports certain earlier studies in the area and illuminates the complexity of sustainable consumer behavior. The results are consistent with a number of earlier research that found a similar inverse association between user satisfaction and the inclination to convert to environmentally friendly products. For instance, Xiang et al., (2016) observed that consumers were less likely to declare an intention to move to eco-friendly items if they reported higher levels of satisfaction with their present conventional products. This illogical pattern was related to the idea of "satisfaction inertia," according to which customers prefer to continue with tried-and-true products that continuously satisfy their wants and

expectations, even when more environmentally friendly alternatives are available (Wang et al., 2019). Furthermore, Suci et al., (2022) did an experimental study and found that participants' intentions to convert to eco-friendly alternatives considerably dropped when they were very satisfied with their present items. Despite being aware of eco-friendly options, switching intentions may be resisted due to cognitive dissonance resulting from the desire to uphold a positive self-concept as an environmentally responsible person (Bardin et al., 2020).

Users who are satisfied with conventional items may develop a status quo bias and be reluctant to change their current consumption habits. This desire to keep things the same can serve as a psychological roadblock to embracing new eco-friendly items. Consumers may relate switching to new eco-friendly items with uncertainty and perceived danger. The performance, quality, or compatibility of eco-friendly solutions might not meet their expectations, making them reluctant to switch even when they are aware of the advantages for the environment (Casidy & Wymer, 2016). Strong brand loyalty to conventional items may be hampered by the desire to move to environmentally friendly alternatives. Customers with a strong loyalty may ignore environmental issues because they are emotionally attached to a certain brand or product. It might be difficult to break long-standing consumption habits that influence behavior. Despite being aware of environmentally friendly alternatives, people may still prefer to buy conventional goods out of habit and convenience (Ratna & Ojha, 2022).

The study looked into the connection between customer satisfaction and consumers' desire to buy eco-friendly goods. The findings showed a strong and favorable correlation between user experience and intent to transition from conventional to eco-friendly items. This result is in line with earlier studies in the area, which emphasizes how important user experience is in shaping sustainable customer behavior. The results are consistent with a number of earlier research that showed the beneficial influence of user experience on the decision to convert to eco-friendly products. For instance, Sanskrity et al., (2016) showed that consumers were more likely to indicate a strong intention to move from traditional options when they reported having a great user experience with eco-friendly items. The emotional contentment and sense of completion from utilizing eco-friendly items positively encouraged consumers' propensity to adopt sustainable alternatives (Fiore et al., 2017). Dangelico & Vocalelli (2017) found that participants with a pleasant user experience with environmentally friendly items expressed a higher desire to switch in subsequent purchasing decisions. The study stressed that a smooth and engaging user experience promoted trust and confidence in environmentally friendly products, reducing perceived risks and uncertainty related to moving from conventional to sustainable alternatives (Kao & Tu, 2015).

Customers form emotional connections with eco-friendly items after having positive user experiences. These encounters arouse emotions of fulfillment, pride, and compatibility with environmental ideals, strengthening a person's resolve to choose eco-friendly options (Wijaya, 2017). The efficient operation and usefulness of eco-friendly items frequently contribute to a positive customer experience. Customers are more likely to switch to eco-friendly solutions if they believe they are just as effective and dependable as conventional ones, if not more so. Environmentally friendly products can provide positive user experiences that have social influence consequences. Customers who are happy with their purchases are more inclined to recommend them to friends, relatives, and acquaintances on social media, which may influence their friends' decision to switch brands (Fine et al., 2017). Customers who like using eco-friendly items might become more cognizant of its positive effects on the environment. This increased understanding strengthens the intention to switch since consumers feel like they are making a difference in the sustainability movement.

The results support a small but growing body of earlier research that found a negative moderating effect of internet knowledge on the connection between consumer pleasure and the propensity to switch to eco-friendly items. For instance, Blinova & Solomin, (2022) discovered that the beneficial effect of user satisfaction on the intention to switch considerably diminished when participants were exposed to a huge number of online material about eco-friendly alternatives. This outcome was linked to the information overload that could lead to misunderstanding and obfuscate the choices and intents of users. In addition, Jiang (2022) found through a longitudinal study that among consumers who expressed a high level of user satisfaction with eco-friendly items, the desire to switch gradually diminished as their exposure to online information rose. According to the study, excessive exposure to conflicting or unclear information may cause decision paralysis, stopping customers from firmly deciding to convert to eco-friendly alternatives (Reczek et al., 2018).

Consumers may feel overwhelmed by the abundance of online information about eco-friendly items, making it difficult to efficiently analyze and evaluate the data (Keshavarz, 2021). The negative effect of user happiness on the desire to switch can be dampened by this information overload, which can also cause doubt and indecision. It might be difficult for customers to distinguish correct and trustworthy information from contradictory viewpoints on eco-friendly products presented in online information (Cui et al., 2018). Consumers may be reluctant to switch when presented with conflicting information because they worry about potential dangers or negative effects of their choice. Ricciardelli et al., (2020) argue online shoppers may experience choice fatigue due to the large number of eco-friendly product selections available, which causes them to lose interest and energy. In spite of user happiness with the existing product, this tiredness may make switching less likely.

The study looked at the complex interaction between internet knowledge, user experience, and the desire to switch to eco-friendly items. Unexpectedly, research discovered that internet knowledge did not significantly mitigate the effect of user experience on switching intentions. The results are in line with the scant past research, which showed no appreciable moderating influence of internet information on the association between user experience and the intention to convert to eco-friendly items. Luo et al., (2020) found that user experience with eco-friendly items consistently influenced the desire to switch, independent of the amount of exposure to internet information. Regardless of the volume of online content accessed, the researchers concluded that user experience shaped consumer intentions more strongly than any other factor.

The results of several research were combined with Pop et al., (2020), which found that although user experience indirectly influenced the intention to switch as a result of online information, the amount of exposure to internet information did not affect this relationship. These results demonstrate that, despite variations in the accessibility of internet content, user experience continues to be a reliable predictor of the intention to switch. Compared to the effects of internet information, the influence of user experience on the inclination to switch may be stronger. Regardless of the internet information provided, a pleasant user experience can leave a lasting memory and emotional connection with eco-friendly products, increasing consumer willingness to convert (Bright et al., 2015; Cui et al., 2018; Sun & Xing, 2022). Consumers may selectively process internet information based on their pre-existing attitudes, beliefs, and preferences. Internet information may therefore have different effects on different people, with no discernible moderating effect on the overall relationship between user experience and switching intention (Shaltoni, 2017). Consumers might have more faith in their first-hand knowledge of eco-friendly products than online information. Consumers may feel more confident and definite about their

decision to switch if they have a positive user experience, which eliminates the need for outside confirmation of their choices.

4. Conclusions

The study examines user satisfaction and intention to switch to eco-friendly items. Information from the internet is used to manage the relationship. The broad accessibility and availability of the internet has changed how consumers interact with environmental issues and eco-friendly goods. Young people's ideas, attitudes, and intentions toward sustainable choices are shaped by the information they find on the internet, which is crucial in promoting environmental consciousness among that generation. However, the connections between these variables showed fascinating nuanced variations, according to the results. According to the research, customer contentment with current items does not necessarily have a favorable impact on consumers' intentions to switch to eco-friendly goods because of the plethora of information available online. This shows that customers' capacity to make decisions may become more difficult as a result of the availability of varied and perhaps contradictory information online, even if they are happy with the items they are now using. On the other hand, the study supported the idea that user experience consistently had a favorable impact on switching intentions. Positive user interactions with environmentally friendly products develop emotional bonds, promote environmental awareness, and increase perceived efficacy, inspiring customers to choose sustainable options. We acknowledge the significance of reliable and transparent information in promoting sustainable consumer behavior, even though internet information does not greatly moderate the influence of the user experience. User-generated content, customized recommendations, and targeted communication techniques can improve user experience and boost consumer trust in environmentally friendly goods.

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