



## Is Green Web Experience Effective in Building Awareness for Corporate Social Responsibility and Driving Repurchase Intention?

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### Article Info

#### Keywords:

CSR awareness;  
Green web experience;  
Repurchase intention

#### JEL Classification:

M0, M2, M3

#### DOI:

10.33830/jom.v20i2.7549.2024

#### Article History

Received : February 2, 2024

Accepted : December 19, 2024

Publish : December 23, 2024

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### Abstract

**Purpose** – The purpose of this study is to understand, analyze, and prove the behavior of consumers during the process of browsing websites. It also intends to increase awareness about the social responsibility activities of companies.

**Methodology** – The respondents were 200 skincare users, aged 17 to 40 years, and visited the company website to shop for products labeled Go Green. The sample size was determined using the snowball sampling method while the hypotheses developed were tested through the application of the structural equation model.

**Findings** – The results showed that the awareness of social responsibility partially mediated the relationship between the green web experience and repurchase intention.

**Originality** – This The study bridges the gap between digital platforms and their influence on CSR awareness, which is not yet widely explored.

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## 1. Introduction

Contingency theory in management states that there is no one best way to manage an organization, because the effectiveness of a strategy or approach depends on specific conditions or situations (Mark & Erude, 2023). In other words, an effective management approach depends on a variety of external and internal factors, such as the business environment, organizational culture, and other factors that influence decision-making (Tosi & Slocum, 1973). In the context of green marketing, contingency theory is relevant because effective green marketing strategies must be adapted to various factors, such as: market conditions and environmental regulations (Wang, Shen, & Chu, 2021). Factors such as consumers' level of environmental awareness, personal preferences, and purchasing power can influence their responses to green products in the market (Groening, Sarkis, & Zhu, 2018; Ribeiro, Añaña, & Barbosa, 2022). In markets that prioritize environmental sustainability, employing more aggressive green marketing methods can provide more effectiveness (Holotová, 2020). In countries or regions with stringent environmental regulations, organizations are required to modify their green marketing strategies to adhere to these

rules. At the same time, they can capitalize on the competitive benefits derived from maintaining a sustainable corporate image (Pérez & Bosque, 2013).

Decisions and strategies must adapt to the existing technology, according to the theory of contingency. Therefore, companies that sell green products online must utilize technological platforms that enable effective delivery of environmental information, such as through websites or applications that highlight eco-friendly advantages (Bartikowski, Gierl, & Richard, 2018). The trend has led to the focus of the studies conducted in recent years on online shopping behavior. However, difficulties have been reported in the efforts to understand the concept due to the changes in the buying behaviors and habits of online consumers as well as businesses in line with the e-commerce environment (Svatosova, 2022). The process has motivated some companies to implement hybrid marketing, including online and offline strategies, to increase sales and attract consumers. Some of the online marketing strategies were implemented through websites, social media, store applications, and marketplaces (Aydın, 2019; Perez et al., 2017). Meanwhile, the offline aspects focused on opening outlets or collaborating with retailers (Kotey et al., 2020; Mukonza, 2020; Watanabe et al., 2021).

In recent years, awareness of environmental sustainability has emerged as a primary concern for both companies and consumers (Ahmad, 2022). Companies are increasingly facing pressures to implement ecologically sustainable strategies to mitigate adverse effects on the environment (Cho, 2021). A newly developed strategy in the digital realm is the green online experience, which emphasizes environmental sustainability in every consumer encounter with a company's website or digital platform (Aguirre et al., 2023). An environmentally sustainable web experience may encompass various approaches, including the utilization of renewable energy for web hosting, minimizing carbon emissions from online activities, or streamlining web design to enhance ecological friendliness.

Moreover, many companies struggle to communicate their CSR initiatives effectively to consumers. Consumer knowledge of corporate social responsibility (CSR) is progressively impacting purchasing behavior (Khan, Yu, & Umar, 2021). CSR awareness denotes the degree to which consumers recognize and value a company's dedication to social and environmental responsibility. Consumers with heightened CSR knowledge are generally more loyal to firms that execute genuine CSR initiatives and make a positive impact (Rodrigues & Borges, 2015).

Studying green marketing and CSR awareness integration with web experiences brings fresh perspectives on digital marketing and sustainable practices, including how these impact purchase behaviors. It is believed that the variables of green web experience and CSR awareness influence consumers' repurchase intention. An eco-friendly web experience fosters a favorable perception of the brand, enhancing consumer comfort and satisfaction, which eventually promotes the desire to repurchase (Lorenzo et al., 2007). Simultaneously, awareness of corporate social responsibility can enhance consumer loyalty and trust in the brand, hence reinforcing repurchase intention (Hayat, 2022).

Studies on the influence of green web experience and CSR awareness on repurchase intention are becoming increasingly relevant in today's digital era, as is environmental awareness (Lee et al., 2016; Zhang, Oo, & Lim, 2022). With consumers' expectations of socially and environmentally responsible companies increasing, understanding the relationship between these factors is critical to helping companies develop sustainable and effective marketing strategies.

According to Heiens et al (2011) that the contingency hypothesis emphasizes that specific circumstances greatly influence purchasing or organizational behavior. For example, making purchases in a consistent and foreseeable setting could differ from making purchases in a constantly changing or menacing setting. Other literature reviews state that chaos, complexity, and

contingency theories are used in organizational, social, environmental, and scientific studies (Lartey, 2020). Thus, an organization is influenced by external factors, and an organization can survive by being flexible and adaptive to changes in the external environment (Simmou et al., 2023).

Marketers must adapt their marketing tactics in response to external factors such as market developments, consumer preferences, and economic conditions (Groening et al., 2018). The contingency hypothesis elucidates that marketing strategies that prove beneficial in one context may prove ineffective in another (Prakash, 2002). In instances of unfavorable economic circumstances, customers typically exhibit a greater inclination towards saving, making discount promotional methods more impactful than premium strategies. For increased repurchase intention, the company is trying to improve the quality of the website and provide complete information about the social activities the company has carried out (Hu, Frank, & Lu, 2022; Saraiva, Fernandes, & Schwedler, 2020)

Buybacks are a key factor in increasing sales. Repeat purchases are a hallmark of loyal consumers (Molinillo, Illescas, Sánchez, & Cabanillas, 2022). A sensory experience is also very important for customer satisfaction (Molinillo et al., 2022). Loyalty in social commerce was primarily measured by repeat purchase intent. His website's satisfaction and reputation as an online trust builder and through this trust are determinants of repeat purchase decisions. Perceived purchase perceptions moderate the relationship between trust and satisfaction, with greater perceived perceptions leading to stronger relationships (Perez et al., 2017)

Consumer experience in surfing the web is an important predictor of consumer intention to make repeat purchases. Research by Kim et al. (2022) argues that virtual reality provides greater interactivity than websites. However, the website is still a digital promotional medium, despite the presence of virtual reality and augmented reality. This is because more information can be conveyed both about the company and about the product (Roy & Sharma, 2021; Wu, 2019)

In addition to website coloring and interesting content, it can also be modified with virtual and augmented reality to make the transmitted information more complete and realistic (Garnier & Poncin, 2019). Websites are designed to be relevant to consumer convenience (e.g., search ability, usability), hedonic website design elements (e.g., aesthetic design, innovative and novel design), and website properties. can be designed for security elements that ) in connection with e-Merchant Offerings; However, other important factors such as order-related and website-related factors tend to influence the characteristics of e-retailers' websites and offers (Alnawas & Al Khateeb, 2022).

A green web experience is a person's experience exploring a website that carries an environmentally friendly concept. This concept can be seen in the information presented, web design, and coloring. The website tends to convey the social responsibility that has been carried out by the company and also invites its consumers to participate in greening the environment.

Corporate Social Responsibility or referred to as Corporate Social Responsibility (CSR) is a concept or strategy that emphasizes the company's commitment to act ethically and has a responsibility to public awareness and concern about the impact of the company's operational planning and implementation on the environment and society. Socially responsible companies can create a goodwill effect and increase access to markets, which in turn helps managers reduce risk (Devie et al., 2020). Lee et al (2010) CSR activities, corporate social contributions and local community contributions affect consumers' purchase intentions. However, previous research CSR messages addressed to consumers still do not support sales, especially to consumers who do not care about the environment and social (reluctant consumers) (Medina et al., 2021).

Research Lee & Lee (2015) confirms that corporate ethical and philanthropic responsibilities can be more influential if they align with consumers. Ethical responsibility is a relatively weak dimension in influencing purchase intention compared to other dimensions of CSR. Strategic CSR programs to fulfill the company's commitment to social, economic, and environmental sustainability can act as both mediation and moderation in relationships related to company performance (Ye, Wang & Lu, 2021)

Studies have not been conducted on the consideration of the CSR offered by companies producing skin care products in making repurchase intention. There is also the need to study the influence of the Green Web Experience on the CSR awareness of consumers in order to understand how companies can contribute to sustainable development and have a positive impact on the world (Abbas & Sağsan, 2019). The analysis can assist in identifying the best practices and strategies to promote sustainability and social responsibility in the digital age. It can also help businesses make informed decisions about online operations, leading to more ethical and environmentally conscious practices. Therefore, the following hypothesis was formulated:

**H<sub>1</sub>: There is an effect of green web experience on CSR awareness**

Consumers obtain more information about policies, shopping vouchers, products, articles, and CSR by visiting the company website. There are also some experiences and interests associated with surfing the web compared to visiting social media (Zubair et al., 2020). Consumers often use the website to retrieve information before making direct purchases in outlets but some prefer to buy by placing products in the shopping carts designed on the website. This is based on the fact that the consumers can learn more about the products produced from natural ingredients, considered easily biodegradable, and safe to use on the website (Akhil & MD, 2017). Moreover, Bartikowski, Gierl, & Richard (2018) reported the importance of considering responses of consumers to the stimuli shaping their feelings about websites. The trend was associated with the results that consumers had a memorable experience when surfing the web.

Repeat purchases are a key factor in increasing sales and are considered the authentication of loyal consumers (Molinillo et al., 2022). Moreover, sensory experience has been identified to be very important for consumer satisfaction (Molinillo et al., 2022). The loyalty of consumers in social commerce was primarily measured through repeat purchase intention. It has also been observed that the satisfaction and belief of consumers in the reputation of an online business can lead to repeat purchase decisions. The trend was confirmed through the results of a previous study that perceived purchase perceptions moderated the relationship between trust and satisfaction, with greater perceptions reported to have led to stronger relationships (Perez et al., 2017). Therefore, the following hypothesis was formulated.

**H<sub>2</sub>: There is an effect of green web experience on repurchase intention**

CSR is a concept or strategy that emphasizes the commitment of a company to act ethically and responsibly. It is also focused on the awareness and concern of the public about the impact of the operations planned and implemented by a company on the environment and society. Socially responsible companies can create a goodwill effect and increase access to markets, which in turn assists managers in reducing risks (Devie et al., 2020). This is in line with the submission of Lee et al (2010) that CSR activities conducted by a local community can influence the purchase intention of consumers. However, other previous studies showed the inability of CSR disclosure to cause more sales, especially to reluctant consumers that did not care about the environment and social activities (Medina et al., 2021).

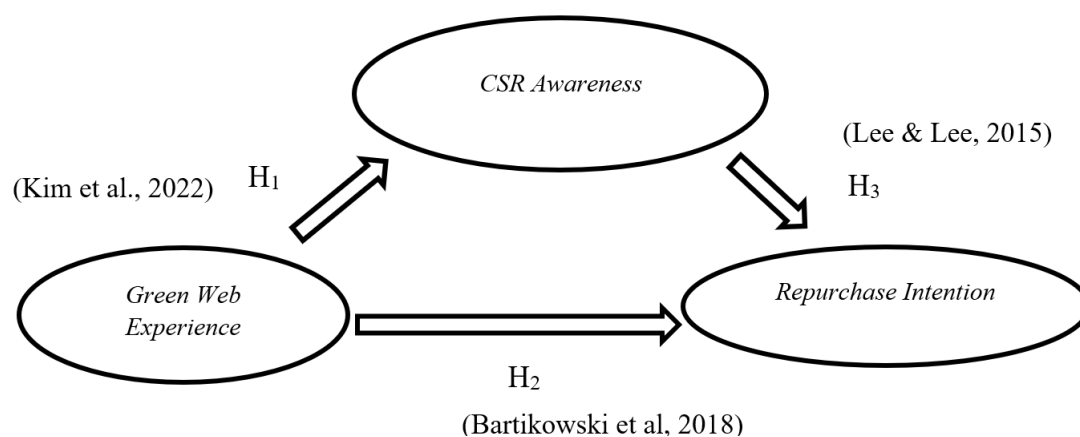
Another study by Lee & Lee (2015) confirmed that corporate ethical and philanthropic responsibilities could be more influential when in line with the beliefs of consumers. Meanwhile, ethical responsibility was identified as a relatively weak dimension influencing purchase intention compared to other dimensions of CSR. It has also been stated that the strategic planning of CSR programs to fulfill the commitment of a company to social, economic, and environmental sustainability can act as both a mediation and moderation factor for performance (Ye et al., 2021). The trend was confirmed by the previous study that showed the capacity of CSR to act as a perfect intermediary between green marketing and purchase intention (Ko, Hwang, & Kim, 2013). The concept has also been reported to partially mediate the relationship between the variables (Suki et al., 2016). Therefore, this study aimed to analyze, prove, and determine the impact of CSR awareness on the repurchase intention of skin care product consumers. The trend identified led to the formulation of the following hypothesis.

**H<sub>3</sub>: There is an effect of CRS awareness on repurchase intention**

Green website is part of green marketing which focuses on ensuring consumers are made to understand that the products purchased are produced from natural ingredients, considered easily biodegradable, and safe to use (Guzmán, Ortega, & Rubio, 2022; Szabo & Webster, 2021). Bartikowski et al. (2018) also showed the importance of considering the stimuli and feelings of consumers about the website of a company. This is necessary because the experience during the exploration of green-based websites can provide a positive value to increase interest and awareness about the content such as the CSR activities conducted (Constantinides, 2004; Kim et al., 2022). A previous study by J. Lee & Lee (2015) stated that CSR had an effect on repurchase intention. The trend was further confirmed by K. H. Lee & Shin (2010) that CSR activities influenced the repurchase intention of local consumers but protection and environmental contributions did not. The situation led to an epic collaboration of CSR and green marketing to increase repurchases (Suki et al., 2016). It is important to state that other factors of green marketing are not included in this study due to the focus only on the experience of consumers during the process of surfing the web as well as their awareness concerning CSR. Therefore, the next hypothesis was formulated as follows:

**H<sub>4</sub>: CSR awareness mediates the relationship between green web experience and repurchase intention**

Briefly Hypothesis and Relationship between Variables are explained in Figure 1:



**Figure 1.** Conceptual Framework

Understanding these relationships helps businesses effectively bridge their sustainability goals with consumer expectations and marketing strategies. By leveraging a well-designed green web experience, companies can transparently communicate their corporate social responsibility (CSR) initiatives, fostering greater awareness among consumers. This heightened awareness builds trust and emotional connections, which are critical for enhancing loyalty and driving repurchase intentions. Additionally, aligning sustainability messaging with digital marketing strategies ensures that businesses remain competitive while addressing the growing demand for eco-conscious practices. Ultimately, this integration contributes to long-term customer retention and environmental impact.

## 2. Research Methods

The study was conducted using a quantitative method with a focus on the causative design. This research tested and analyzed the influence of CSR Awareness, Green Web Experience, and Repurchase Intention. The variables used were CSR awareness level and repurchase intention as endogenous while the green web experience was exogenous. Moreover, the population included every individual that had purchased a product from The Body Shop and the samples were selected using the Lemeshow sampling method. The criterion to determine the unknown population was that the p-value should be set at 0.5 and z at 95%, leading to the production of 1,960. Furthermore, the d size to decide the sample size could be 5% or 10% but 5% was used in this study. This showed that data were required to be collected from a maximum of 200 respondents between the ages of 17 and 40 years. Another criterion considered was that the respondents had visited the website and purchased skin care products of The Body Shop considered environmentally friendly. The minimum sample size was suggested to be based on the sample-to-variable ratio of 15:1 or 20:1, leading to the measurement of the three variables using 18 items or indicators (Hair et al., 2017).

Data were collected through online surveys using the purposive sampling method. This was achieved by initially screening consumers that had visited the website of the company sampled and made purchases within the past six months. The questionnaire was designed using a Likert Scale and the level of agreement of the respondents with the declaration of consent was determined through strongly disagree, disagree, neutral, agree, and strongly agree. Moreover, the hypotheses developed were tested through Partial Least Squares (PLS) in Structural Equation Modeling (SEM) which integrated both factor and regression analyses. The aim of using SMART PLS is to predict relationships between constructs, confirm theory and can also be used to explain whether there is a relationship or not between latent variables.

The operational definition consists of 3 variables, namely the green web experience is measured using 8 indicators, including distinctive aspects, concept website, designed website, easy to use, convenience, repeating visit, purchase, overall (Bartikowski et al., 2018). CSR awareness is measured using 5 indicators, including consistency, caring about the environment, recycling, social care, ethical (Cho, 2021; Chuah et al., 2022; Overton et al., 2021). Furthermore, repurchase intention is measured using 5 indicators, namely interesting, repurchase product in the near purchase, planning, like to buy product, product repurchase adapted from (Pee, Jiang, & Klein, 2018; Tandon, Mittal, & Manohar, 2020). See Table 1:

**Table 1.** Variable Operational Definition

Variable	Definition	Indicator	Source
<b>Green Web Experience (GE)</b>	Green web experience is observed when consumers explore websites that carry environmentally friendly concepts as reflected in aesthetic designs, innovative and fresh designs, and security elements related to website characteristics, while product-related elements (for example, product availability, product recommendations, and price suitability) related to the eco-friendly concept.	<p>Consumer experience browsing websites that carry environmentally friendly concepts:</p> <ul style="list-style-type: none"> <li>• This website reflects the distinctive aspects of an eco-friendly company (GE1).</li> <li>• The images, colors and symbols on this website remind me of the eco-friendly concept (GE2).</li> <li>• This website is designed to target consumers who care about the environment (GE3).</li> <li>• Attitude towards the website This website makes it easy for me to build a relationship with this company (GE4).</li> <li>• Convenience in browsing this website (GE5).</li> <li>• Repeat website visits (GE6).</li> <li>• Interested in making purchases on this website (GE7).</li> <li>• Overall rating of the site (GE8).</li> </ul>	(Bartikowski et al., 2018)
<b>CSR Awareness (ACSR)</b>	Knowledge or informed understanding of Corporate Social Responsibility.	<p>Consumer awareness of the company's CSR which is informed through the Website:</p> <ul style="list-style-type: none"> <li>• The company's CSR is consistent (ACSR1).</li> <li>• The company cares about the environment by offering natural and safe products (ACSR2).</li> <li>• Companies use paper bags for easy recycling (ACSR3).</li> <li>• Social care companies by providing assistance (eg victims of natural disasters/victims of violence/pandemic) (ACSR4).</li> <li>• The company has implemented the company's code of ethics (ACSR5).</li> </ul>	(Hui-Wen Chuah et al., 2022; Overton et al., 2021) (Cho, 2021)
<b>Repurchase Intention (RI)</b>	The desire to repurchase products that have been purchased before	<p>Repurchase Intention:</p> <ul style="list-style-type: none"> <li>• Interested in using the product Go Green (R1).</li> <li>• Repurchase product in the near future (RI2).</li> <li>• Planning to use this product again (RI3).</li> <li>• Likes to buy products (RI4).</li> <li>• Product repurchase (RI5).</li> </ul>	(Pee et al., 2018) (Tandon et al., 2020)

Source: processed data

In Table 1, Green Web Experience consists of eight indicators, CSR Awareness consists of five indicators, and Repurchase Intention is explained by five indicators. These variables and their respective indicators provide a structured framework that helps researchers understand changes in a phenomenon or concept effectively.

### 3. Results and Discussions

#### 3.1 Respondent Profiles

The profile of the object under study highlights key characteristics important for discussion. These aspects include gender, age, and preferences for skincare products frequently purchased. Additional factors such as purchasing frequency, brand loyalty, and awareness of eco-friendly products are also included to provide a comprehensive understanding. The detailed information is summarized in Table 2, serving as a basis for further analysis.

**Table 2.** Profiles Respondent

Categories	Details	Amount	Percentages
<b>Gender</b>	Men	56	28
	Women	144	72
<b>Ages</b>	17-25	184	92
	25-40	16	18
	>40	0	0
<b>Expenditure</b>	1000,000-3000,000	129	64
	3000,000-6000,000	55	27.5
	>6000,000	16	7
<b>The Most Frequently Purchased Products</b>	Body lotion	32	16
	Serum	45	22.5
	Facial wash	34	17
	Body wash	28	14
	Cleansing Toner	33	16.5
	Others	28	14

Source: Processed data

The information presented in Table 2 showed that male and female respondents were 28% and 72% respectively. The result of this research is supported by (Nahar & Silintowe, 2021), the fact that women dominate in filling in data. For the age category, 92% were within the age range of 17-25 years and the highest income level was found to be between 1,000,000 and 3,000,000 rupiahs as reported by 64%. Moreover, the product most frequently purchased was observed to be serum based on the response of 22.5%.

#### 3.2 Measurement Model

Partial Least Squares-Structural Equation Modeling (PLS-SEM) is a method commonly used in management studies based on its robustness in analyzing survey data (Hair et al., 2017). Moreover, the reliability of the measurement items was assessed using Cronbach Alpha and composite reliability (CR). The Cronbach Alpha results for all constructs exceeded the threshold value of 0.70 as presented in Table 3, indicating strong reliability. The factor loadings for each component also ranged from 0.679 to 0.889 and CR was between 0.895 to 0.933 which was significantly higher than 0.7. Convergent validity was determined by the average variance extracted (AVE) and required to be more than 0.50 (Hair et al., 2017). The results showed that the AVE ranged from 0.531 to 0.738. The trend showed that loading factors for the indicators of ACSR, GE, and RI were above 0.7 while the AVE values were higher than 0.5. It was concluded that the relationship between the variables was favorable, thereby justifying the need for more experiments. See Table 3:



**Table 3.** Measurement Model

Latent variables	Construct	Loadings	Cronbach Alpha	CR	AVE
ACSR	ACSR1	0.756	0.854	0.895	0.631
	ACSR2	0.819			
	ACSR3	0.773			
	ACSR4	0.800			
	ACSR5	0.823			
GE	GE1	0.794	0.872	0.900	0.531
	GE2	0.708			
	GE3	0.790			
	GE4	0.717			
	GE5	0.690			
	GE6	0.743			
	GE7	0.679			
	GE8	0.690			
RI	RI1	0.785	0.911	0.933	0.738
	RI2	0.850			
	RI3	0.889			
	RI4	0.880			
	RI5	0.887			

Source: processed data

Table 4 and Figure 2 showed the results for the structural model analysis and the relationship between GE, ACSR, and RI was found to be significant ( $\beta$  0.785, t-value 2.530;  $\beta$  0.520, t-value 26.883;  $\beta$  0.243, t-value 5.079;  $\beta$  0.191, t-value 2.439, leading to the acceptance of H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>4</sub>. Moreover, the corrected R<sup>2</sup> values reported in Figure 2 showed the explanatory power of the predictor variable(s) on the respective constructs. It was observed that ACSR was able to explain 61.6% of GE (R 0.616) while repurchase intention (RI) explained 52.7% of ACSR (R 0.527) and 52.7% of GE (R 0.527). The value of the effect size further showed that GE had a large effect on RI (0.785), GE had a medium influence on RI (0.520), and ACSR only had a small impact on RI (0.243). Furthermore, the variance accounted for (VAF) value was calculated in order to estimate the ratio of the indirect effect to the total. The VAF value recorded in this study showed that 64.8% of the total effect of green web experience on repurchase intention was explained by the indirect role of CSR awareness. See Table 4:

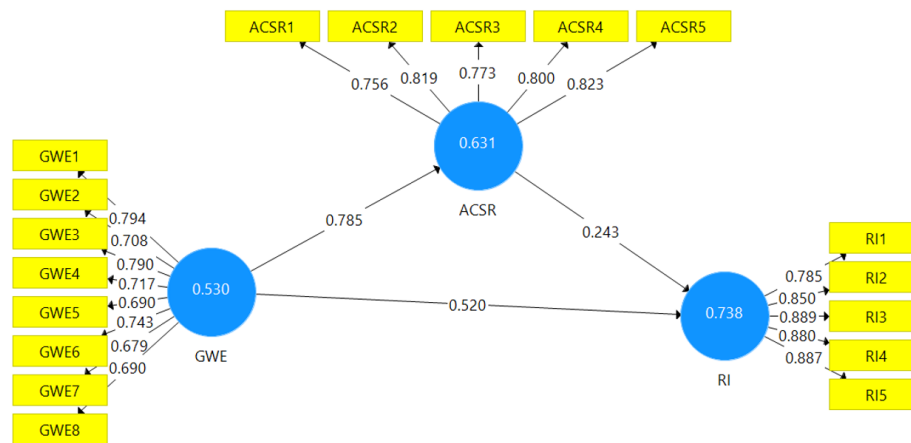
**Table 4.** Structural Model

Hypotheses	Beta	T-Statistic	P-Values	Decision
H <sub>1</sub> : GE => ACSR	0.785	2.530	0.012	Supported
H <sub>2</sub> : GE => RI	0.520	26.883	0.000	Supported
H <sub>3</sub> : ACSR => RI	0.243	5.079	0.000	Supported
H <sub>4</sub> : GE => ACSR => RI		2.439	0.015	Supported

Source: processed data

The findings highlight the critical interplay between green experience (GE), awareness of corporate social responsibility (ACSR), and repurchase intention (RI) within the structural model. The significant path coefficients indicate strong and meaningful relationships among the

constructs, affirming the hypotheses. Specifically, GE demonstrates a substantial direct impact on RI, signifying the importance of a positive green web experience in fostering consumer loyalty. Similarly, GE's medium effect on ACSR emphasizes the influence of environmental factors on CSR perception, while ACSR's small yet significant contribution to RI suggests that CSR awareness acts as a complementary driver of consumer behavior. See Figure 2:



**Figure 2.** Structural Model

Green web experience had a significant effect on CSR awareness (0.785; 0.012). This showed the acceptance of H<sub>1</sub>, and the result was observed to be supported by the report of Abbas & Sağsan (2019) and Asan & Antonio (2023). However, the observation was contradictory to the submission of Panci, Serdarusic, & Cucic (2023) that there were complex relationships between green marketing efforts, CSR, and consumer behavior. Given that numerous individuals lack comprehension or awareness of the company's environmental initiative, the corporate must engage directly with the community to present sustainable actions (Nahar & Silintowe, 2021). The green web experience was contingent upon the quality of website design, reliability, security, and customer service, all of which enhance online purchasing behavior (Saplina, Nazwirman, & Byarwati, 2020). The study further suggested that awareness and positive perceptions were considered important but did not have a consistent direct influence on purchase intention.

The results that showed the green web experience had a significant effect on repurchase intention (0.520; 0.000), leading to the acceptance of H<sub>2</sub>. This was observed to be supported by the previous reports of Sebastianelli & Tamimi (2018), Pee et al., (2018), and Bartikowski et al. (2018). The design, colors, and symbols on the website of the company reflect the environmentally friendly aspects being implemented and often observed by consumers when browsing to obtain information related to the products offered and the profiles. However, Indonesian consumers are not interested in buying through the website due to the preference for marketplaces and outlets closer to their residences. It is observed that the consumers believe the company cares about environmental sustainability based on the information on the website. The result recorded in this study was not in line with the previous reports of Lorenzo et al., (2007) that green web experience did not have any significant role in shaping online consumer behavior.

CSR awareness was observed to have a significant effect on repurchase intention as indicated by the acceptance of H<sub>3</sub> (0.243; 0.000; R=0.527). This was different from the results presented by Lee & Yoon (2018) that the awareness of CSR activities conducted by a company did not influence purchase intention. However, it was supported by the submission of (Suki, 2019) that the perception of consumers about the reputation of a company could affect their judgments of the products. Corporate Social Responsibility (CSR) was implemented to safeguard the

environment, bolster the economy, and improved societal conditions to enhance the value and reputation of company (Rahma & Hersugondo, 2022). This showed the need for further study to ascertain the impact of CSR initiatives on consumer purchasing intention.

The result further showed the ability of CSR awareness to mediate the relationship between green web experience and repurchase intention as observed from the acceptance of H<sub>4</sub>. This statement was supported by the submission of a previous study that CSR awareness partially mediated repurchase intention at 0.505 with a focus on retail products in Malaysia (Suki et al., 2016). The significance of the influence was found to be higher in the present study compared to the previous as observed in the  $0.648 > 0.505$ . This was also a bigger relation through mediation than direction. The trend showed that the consumers realized the CSR activities implemented by the company through green web initiatives. This could be associated with the belief that the company used natural and safe ingredients as posted on their respective websites. Moreover, company adopting a Go Green concept could provide information on the efforts being implemented to reduce plastic waste such as the usage of alternative paper bags or acceptance of packaging from products that are no longer used. This could increase the interest of consumers in repurchasing the products offered. The trend showed that the integration and communication of social responsibility and strategic innovation through the website could improve company performance and increase sustainable competitive advantage (Le, 2022). Meanwhile, consumers without any knowledge about the CSR activities implemented by a company could still engage in repurchase based on the Go Green concept integrated into the website. This was often based on the information and experience about the products which motivate the need to engage in a repeated purchase. The result showed that an increase in the understanding of the factors influencing green consumer behavior could be the basis for marketers in determining sustainable marketing strategies (Lavuri & Susandy, 2020).

This study had some advantages and some drawbacks. This study's merit lay in the fact that it promoted sustainable practices, offered a fresh viewpoint on digital experiences, and addressed important issues pertaining to the environment. The research might have oversimplified things or been influenced differently by different industries, both of which are limitations of empirical studies. This study exclusively examined the relationship between green web experience, CSR awareness, and repurchase intention. In addition to the product's quality and pricing, other elements that impact consumers' intentions to repurchase include their whole experience with the product (Shodiq, Harini, & Relawati, 2023).

#### **4. Conclusions**

In conclusion, this study aimed to examine the correlation between the perception of consumers about the environmentally friendly experience of the website owned by companies and the intention to engage in repeated purchases. It was also used to determine the mediating role of the awareness of the consumers about the commitment of companies to CSR. The results showed that the utilization of environmentally friendly practices on the website had a substantial impact on the level of consciousness regarding CSR. Moreover, the ecological online encounter had a significant influence on the intention to make repeated purchases (H<sub>2</sub>). It was observed that the visual design of a green-themed website did not necessarily have to be predominantly green in color. The key factor was to maintain consistency and effectively incorporate the principles of environmental sustainability and ethical responsibility. Furthermore, the level of awareness about CSR was observed to have a significant influence on the desire to repurchase (H<sub>3</sub>). The result also showed that the presence of CSR had a partial role in mediating the relationship between the green web experience and repurchase intention (H<sub>4</sub>). The partial mediation was because the green web

experience could influence repurchase intention even without the consumers having any knowledge about the CSR activities of the company. The practical implications: companies must modify their green product marketing strategy in response to various market variables, including the market environment, consumer behavior, legislation, and economic conditions. No technique is universally applicable and suitable for all markets. In order to effectively adapt to shifts in market demands and regulations, it is essential for companies to establish sufficient operational flexibility. This involves the capacity to develop eco-friendly product innovations that align with the needs and preferences of the local market. Companies can also make adjustments. Companies should consider the consumer purchasing power in various market segments when determining the prices of green products. In segments with low purchasing power, a more competitive pricing strategy or promotions that provide added value to green products can encourage repurchase intention. The theoretical implications: Integrating a strong environmentally friendly online presence with transparent and effectively articulated corporate social responsibility (CSR) initiatives can enhance customer loyalty and boost intentions to make repeat purchases. Consumers who perceive that corporations prioritize environmental and societal concerns are more likely to develop a stronger emotional connection to the brand. Companies can distinguish themselves from their competition by implementing the green web and emphasizing CSR awareness. This will set them apart from competitors that have not fully integrated sustainability into their operations. This can appeal to consumer segments who prioritize these concerns, ultimately leading to a higher likelihood of repeat purchases. Overall, the green web experience and CSR awareness have a positive impact on repurchase intention. These two characteristics have the potential to enhance consumer loyalty, bolster the company's positive reputation, and cultivate a greater feeling of value. Investing in enhancing eco-friendly web experiences and raising awareness about corporate social responsibility (CSR) initiatives may be a potent approach for organizations to promote customer loyalty and enhance brand positioning in a fiercely competitive market.

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