



UDC 332

**THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND GREEN MARKETING
ON PURCHASING DECISIONS FOR ECO-FRIENDLY PRODUCTS THROUGH
ENVIRONMENTAL KNOWLEDGE OF ECO-FRIENDLY PACKAGING CONSUMERS**

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ABSTRACT

This research aims to evaluate the influence of environmental awareness and green marketing on purchasing decisions for Eco-Friendly products through consumers' environmental knowledge about Eco-Friendly packaging. This research uses a quantitative approach with a survey research design. The population of this research is consumers who use products with Eco-Friendly packaging in various regions. Samples were taken randomly based on certain inclusion criteria. Data collection techniques were carried out through questionnaires distributed to respondents. This questionnaire includes questions related to environmental awareness, green marketing, environmental knowledge about Eco-Friendly packaging, and purchasing behavior of Eco-Friendly products. The data analysis technique is carried out using SEM-PLS. The results of data analysis show that environmental awareness, green marketing, and environmental knowledge about Eco-Friendly packaging have a significant positive influence on purchasing decisions for Eco-Friendly products. Based on the findings of this research, it is recommended that companies improve their green marketing strategies and strengthen consumers' environmental awareness through the information provided on product packaging. Apart from that, it is also necessary to increase education about Eco-Friendly packaging to increase consumer knowledge and motivate them to choose Eco-Friendly products. Furthermore, further research can be conducted to explore other factors that can influence purchasing decisions for Eco-Friendly products.

KEY WORDS

Marketing, purchasing, products, packaging, public service.

Environmental awareness and green marketing have become a major focus in the business world. This is not a new phenomenon, but in recent years, attention to it has increased significantly. There are changes in consumer behavior driven by increased awareness of environmental issues Alamsyah, et, al (2020). Consumers are now more



careful in evaluating the environmental impact of the products they buy, so they tend to choose products that are considered more Eco-Friendly (Andika, et, al., 2013).

The focus on green marketing practices is a direct response to these changes. Companies realize that to meet the demands of consumers who are increasingly concerned about the environment, they need to adapt their marketing strategies (Altaf, 2019). By promoting the Eco-Friendly aspects of their products, companies hope to attract the interest of increasingly environmentally conscious consumers.

Increased environmental awareness and changes in marketing practices are an important part of the evolution of modern business. This reflects the need to adapt to evolving consumer values and preferences, as well as providing support for overall environmental protection efforts. Therefore, this phenomenon not only influences consumer behavior and marketing strategies, but also changes the entire business landscape (Aulia, & Yuliati, 2017).

Changes in environmental awareness have prompted many companies to make adaptations in their marketing strategies (Limbu, & Ahamed, 2023). They realized that to remain relevant and competitive in an increasingly environmentally conscious market, it was necessary to highlight the Eco-Friendly aspects of their products. Marketing strategies that emphasize sustainability and a positive impact on the environment are the main focus of their efforts.

In facing the demands of consumers who are increasingly concerned about the environment, companies strive to be part of the solution, not part of the problem (Lin, Huang, Li, 2023). They realize that modern consumers are concerned not only with product quality and price, but also with the environmental impact of the production and distribution of these goods. Therefore, by adopting Eco-Friendly marketing strategies, companies hope to build a positive image in the eyes of consumers and win their trust.

These steps show that companies are not only focused on financial profits alone, but are also paying attention to their social and environmental responsibilities. By taking these steps, they prove their commitment to contributing to sustainable development and meeting the expectations of consumers who are increasingly aware of the environmental impact of their business activities.

A number of previous studies have identified that a person's level of environmental awareness is directly correlated with their purchasing decisions. In this context, the higher a person's environmental awareness, the more likely they are to choose products that are considered Eco-Friendly. However, although many studies have investigated the relationship between environmental awareness and consumer behavior, there is a need for further, more in-depth and comprehensive research.

In addition, the relationship between environmental awareness, green marketing practices, and purchasing decisions also requires a more detailed understanding (Maheshwari, S. 2014). Although many companies have adopted green marketing strategies to attract consumers who are more environmentally conscious, it is unclear to what extent these strategies are effective in influencing purchasing decisions. Therefore, further research is needed to better explore the dynamics of the relationship between environmental awareness, green marketing, and consumer purchasing behavior.

With further in-depth research, it is hoped that we can gain better insight into how these factors interact and influence each other. This will help companies design more effective and sustainable marketing strategies, as well as provide direction for future research and practice in the domain of green marketing and consumer behavior.

LITERATURE REVIEW

According to Peattie (2001), green marketing involves conveying messages that promote the environmental benefits of products, whether through green labels, product statements, or advertising campaigns. Research also highlights the importance of consistency between green marketing messages and actual business practices to build consumer trust. Green marketing is a marketing approach that focuses on the promotion,



sale and distribution of Eco-Friendly products or services Boztepe, A. (2012). This involves efforts to promote products or services that have a lower impact on the environment compared to conventional similar products or services. The main goal of green marketing is to support sustainable business practices and minimize the ecological footprint of the products or services offered.

The indicators used in green marketing are 1) Use of Sustainable Raw Materials, 2) Eco-Friendly Production Process, 3) Eco-Friendly Packaging, 4) Eco-Friendly Labels and Certification, 5) Promotion and Consumer Education (Iftikhar, Asghar, & Khan, 2022)

This theory includes an individual's level of awareness and understanding of environmental issues. According to Stern (2000), environmental awareness can be influenced by factors such as education, personal experience, and exposure to environmental information. Consumers who have a high level of environmental awareness tend to pay more attention to green labels and sustainable product information. Environmental awareness is an individual's or society's understanding of existing environmental issues, as well as awareness of the impact of human activities on the environment and the sustainability of the planet (Iftikhar, Asghar, & Khan, 2022). Environmental awareness includes knowledge about environmental problems, attitudes towards the environment, and actions taken to protect and preserve the environment (Lajevardi, Bakhtiarty, & Hesari, 2021).

To measure environmental awareness, the indicators used are 1) Environmental Knowledge, 2) Attitudes towards the Environment, 3) Participation in Environmental Activities, 4) Use and Purchase of Eco-Friendly Products, 5) Environmental Education and Information (Lestari, Septifani, & Nisak, 2021).

According to Tarrant and Cordell (2002), environmental knowledge can influence consumer attitudes and behavior towards Eco-Friendly products. A higher level of knowledge can lead to a preference for products that have a lower environmental impact. Environmental knowledge refers to an individual's or society's understanding of various aspects of the environment, including ecology, environmental problems, and ways to protect and preserve the environment Chen, & Deng, (2016). Fabiola, & Mayangsari, (2020).. This includes understanding the relationship between humans and the environment, as well as the impact of human activities on ecosystems and the sustainability of the planet.

Environmental knowledge indicators include: 1) Knowledge of Ecology, understanding of Environmental Problems, Environmental Education. (Hariyanto, & Alamsyah, 2019; Jalu, et, al., 2024; Kusuma, Handayani, & Sulhaini. 2018).

Factors such as consumer perceptions of environmental impact, brand trust, information availability, and price factors can influence purchasing decisions. Research by Kotler and Armstrong (2016) states that consumers tend to choose products that are considered Eco-Friendly if the price and quality are equivalent to conventional products (Bursan, et, al., 2022; Govender, & Govender, 2016; Khaleeli, Oswal, & Sleem, 2021).

Kotler and Armstrong (2008) state that the purchasing decision indicators are as follows: 1) Buying stability after knowing product information. 2) Deciding to buy because of the brand you like the most. 3) Buy because it suits your wants and needs. 4) Buy because you get recommendations from other people, 5) buy with Eco-Friendly awareness (Bursan, et, al., 2022; Govender, & Govender, 2016; Khaleeli, Oswal, & Sleem, 2021).

Theory states that an individual's level of awareness of environmental issues can influence consumer behavior regarding purchasing Eco-Friendly products (Warmadewa, D,Y., Paramita, E,L. (2021). Research by Stern (2000) found that consumers who those who have a high level of environmental awareness tend to place more importance on environmental aspects in making purchasing decisions.

Green Marketing theory shows that marketing messages that focus on sustainability and environmental benefits can influence consumer behavior (Mahmood, et, al., 2017). Research by Ottman et al. (2006) emphasized that an effective green marketing strategy can increase consumer interest and purchasing intentions towards Eco-Friendly products.

Environmental Knowledge Theory emphasizes the importance of consumer knowledge about environmental issues in making purchasing decisions (Rahmi, et, al., (2017). Research



by Tarrant and Cordell (2002) found that higher environmental knowledge can influence consumer preferences for products.

In this context, environmental awareness can motivate individuals to seek further information and knowledge about environmental issues. Research by Dunlap et al. (2000) shows that individuals who have a high level of environmental awareness tend to have broader knowledge about environmental issues.

Green marketing messages can be a source of information for consumers about environmental issues Wang, H., Ma, B., Bai, R. (2019). Research by Peattie (2001) emphasizes that green marketing can increase consumers' understanding of the environmental impact of certain products and brands.

Environmental Knowledge Mediates the Relationship between Environmental Awareness and Eco-Friendly Product Purchase Decisions

Environmental knowledge can act as a mediator between an individual's level of environmental awareness and the decision to purchase Eco-Friendly products. A study by Chen (2007) found that environmental knowledge plays an important role in explaining the relationship between environmental awareness and consumer behavior regarding sustainable products.

Environmental Knowledge Mediates the Relationship between Green Marketing and Eco-Friendly Product Purchase Decisions

Likewise, environmental knowledge can also act as a mediator between green marketing messages and Eco-Friendly product purchasing decisions. Research by Menon and Menon (1997) shows that consumers who have better environmental knowledge tend to respond more positively to green marketing messages and are more likely to choose sustainable products.

METHODS OF RESEARCH

This research uses a quantitative approach, which uses numerical data to analyze phenomena and test hypotheses. In this context, research uses a quantitative approach to measure the relationship between predetermined variables, such as environmental awareness, green marketing, environmental knowledge, and purchasing decisions for Eco-Friendly products. This approach allows researchers to perform appropriate statistical analyzes to test the proposed conceptual model.

Data was collected through an online survey using a questionnaire distributed to respondents who were potential consumers of Eco-Friendly packaging products. The data collection method used is an online survey using a questionnaire. Online surveys allow researchers to reach a larger number of respondents in a relatively short time. The questionnaire used was designed to collect information from potential consumers of Eco-Friendly packaging products, including their level of environmental awareness, perceptions of green marketing, environmental knowledge, and their purchasing decisions.

The research population is a group of individuals who have the potential to become consumers of Eco-Friendly packaging products in a particular area. This research focuses on consumers who have an interest or intention to purchase Eco-Friendly products, so the research results can provide relevant insights for companies operating in this market.

The sample was taken using convenience sampling with a large enough number of respondents to represent the population. The variables used in this research are divided into three types: independent, mediator, and dependent. The independent variables are environmental awareness and green marketing, which are assumed to influence the dependent variable, namely the decision to purchase Eco-Friendly products. The mediator variable is environmental knowledge, which is assumed to mediate the relationship between the independent variable and the dependent variable.

Data analysis was carried out using the Partial Least Squares (PLS) Structural Equation Modeling (SEM) technique. SEM PLS is a statistical method used to test the relationship between variables in the proposed conceptual model. In this context, SEM PLS is used to test the relationship between environmental awareness, green marketing,



environmental knowledge, and Eco-Friendly product purchasing decisions, as well as to test whether environmental knowledge acts as a mediator between the independent and dependent variables.

RESULTS AND DISCUSSION

To evaluate the achievement of convergent validity, external loading values or loading factors are used. Convergent validity is considered satisfactory if the outer loading value exceeds 0.7. The next section presents the outer loading values for each indicator in the research variables.

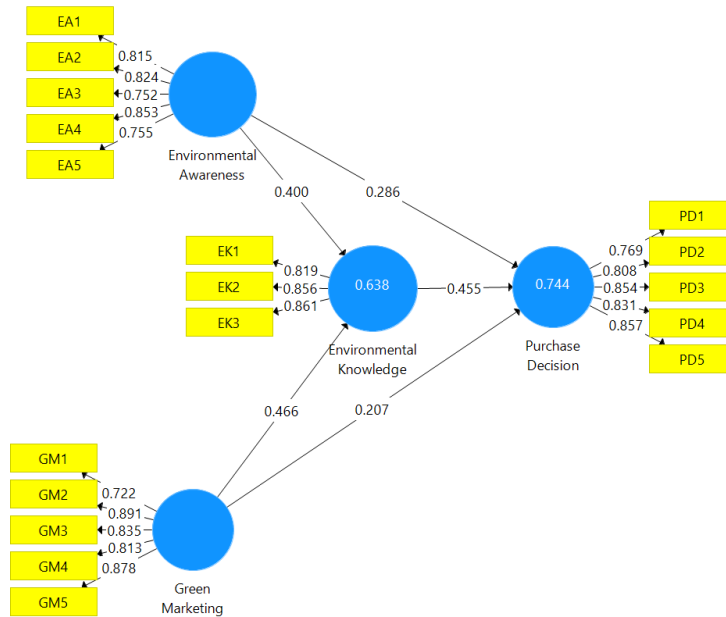


Figure 1 – Outer Model

Table 1 – External Loading

| n/n | EA | EK | GM | PD |
|-----|-------|-------|-------|-------|
| EA1 | 0,815 | | | |
| EA2 | 0,824 | | | |
| EA3 | 0,752 | | | |
| EA4 | 0,853 | | | |
| EA5 | 0,755 | | | |
| EK1 | | 0,819 | | |
| EK2 | | 0,856 | | |
| EK3 | | 0,861 | | |
| GM1 | | | 0,722 | |
| GM2 | | | 0,891 | |
| GM3 | | | 0,835 | |
| GM4 | | | 0,813 | |
| GM5 | | | 0,878 | |
| PD1 | | | | 0,769 |
| PD2 | | | | 0,808 |
| PD3 | | | | 0,854 |
| PD4 | | | | 0,831 |
| PD5 | | | | 0,857 |

The information in the table above shows that each indicator in the research variable shows an outer loading value exceeding 0.7. Ghozali (2016) stated that the outer loading value between 0.5 and 0.6 meets the convergent validity criteria. However, the data presented above shows that not a single variable indicator has an outer loading value below



0.5, so that all indicators are not only feasible but also valid for use in further research and analysis.

To evaluate discriminant validity, it is important to focus on the average variance extracted (AVE) value for each indicator. A model is usually considered to have good discriminant validity if the AVE value exceeds 0.5, as shown by research conducted by Ghozali (2016).

Table 2 – Average Variance Extracted (AVE)

| n/n | Average Variance Extracted (AVE) |
|-------------------------|----------------------------------|
| Environmental Awareness | 0,641 |
| Environmental Knowledge | 0,715 |
| Green Marketing | 0,689 |
| Purchase Decision | 0,679 |

The data presented in Table 2 above shows that the AVE (average variance extraction) value for the regulatory, consumer behavior and Eco-Friendly marketing variables exceeds 0.5. Therefore, it is reasonable to conclude that each variable shows strong discriminant validity.

Composite reliability serves as an important factor in assessing the reliability of indicators within a variable. A variable is said to meet the composite reliability criteria if its composite reliability value exceeds 0.6 as shown by Ghozali (2016). The next section provides composite reliability values for each variable used in this study.

Table 3 – Composite Reliability

| n/n | Composite Reliability |
|-------------------------|-----------------------|
| Environmental Awareness | 0,899 |
| Environmental Knowledge | 0,883 |
| Green Marketing | 0,917 |
| Purchase Decision | 0,914 |

Based on the information in table 2 above, it can be seen that the composite reliability value for the variables environmental awareness, green marketing, environmental knowledge and purchasing decisions exceeds 0.6. This leads to the conclusion that each variable shows strong composite reliability.

The reliability assessment indicated by exceeding the composite reliability score can be further proven through the application of Cronbach's alpha. A variable is considered reliable or meets the Cronbach alpha criteria if the Cronbach alpha value is greater than 0.7 (Eisingerich & Rubera, 2010). The next section presents the Cronbach alpha values for each variable.

Table 4 – Cronbach's Alpha

| n/n | Cronbach's Alpha |
|-------------------------|------------------|
| Environmental Awareness | 0,860 |
| Environmental Knowledge | 0,801 |
| Green Marketing | 0,888 |
| Purchase Decision | 0,881 |

Based on examining the data depicted in table 4, it can be seen that the Cronbach alpha value for each research variable exceeds 0.7. This, in turn, indicates that each research variable meets the established criteria for Cronbach alpha values. Therefore, it can be concluded that all variables show a high level of reliability.

The following is an inner model involving the variables environmental awareness, green marketing, environmental knowledge and purchasing decisions for Eco-Friendly products.

Testing Based on the data analysis in table 5, all hypotheses, both direct and indirect, are accepted. The results of the data analysis show that there are several findings that are



consistent with previous theory and research. Environmental Awareness, Green Marketing, and Environmental Knowledge have a significant positive influence on purchasing decisions for Eco-Friendly products. These findings are consistent with theories such as Environmental Awareness Theory, Green Marketing Theory, and Environmental Knowledge Theory. According to Stern (2000), environmental awareness influences consumer behavior related to purchasing Eco-Friendly products. Peattie (2001) emphasized that green marketing messages can increase consumer interest in sustainable products. Tarrant and Cordell (2002) show that environmental knowledge influences consumer preferences for Eco-Friendly products.

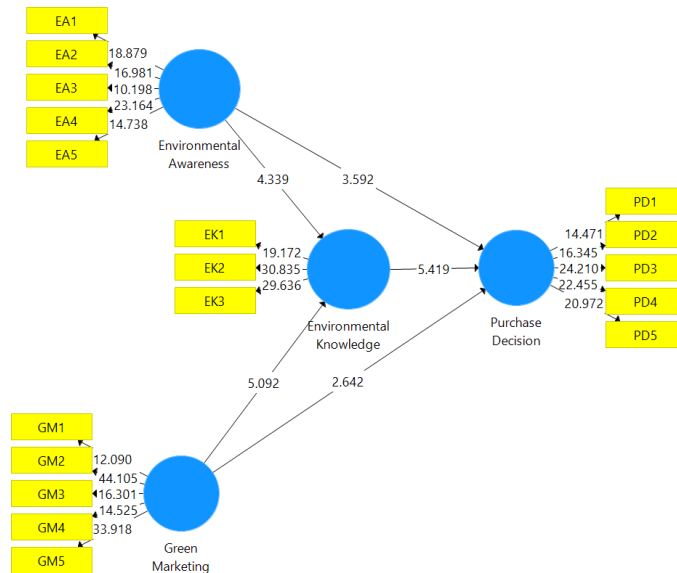


Figure 2 – Inner Model

Table 5 – Hypothesis

| | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|---|---------------------|--------------------------|----------|
| Environmental Awareness -> Environmental Knowledge | 0,400 | 4,339 | 0,000 |
| Environmental Awareness -> Purchase Decision | 0,286 | 3,592 | 0,000 |
| Environmental Knowledge -> Purchase Decision | 0,455 | 5,419 | 0,000 |
| Green Marketing -> Environmental Knowledge | 0,466 | 5,092 | 0,000 |
| Green Marketing -> Purchase Decision | 0,207 | 2,642 | 0,009 |
| Environmental Awareness -> Environmental Knowledge -> Purchase Decision | 0,182 | 3,093 | 0,002 |
| Green Marketing -> Environmental Knowledge -> Purchase Decision | 0,212 | 3,763 | 0,000 |

Environmental Awareness and Green Marketing influence Environmental Knowledge. This finding is also consistent with previous literature. Stern (2000) emphasized that individuals with a high level of environmental awareness tend to seek further information and knowledge about environmental issues. In addition, Peattie (2001) notes that green marketing messages can be a source of information for consumers about environmental issues.

Environmental Knowledge mediates the relationship between Environmental Awareness, Green Marketing, and Eco-Friendly Product Purchase Decisions. These findings support the concept of mediation, where environmental knowledge acts as an intermediary between factors such as environmental awareness, green marketing, and Eco-Friendly product purchasing decisions. This is in accordance with previous research showing that environmental knowledge plays an important role in explaining the relationship between environmental awareness and consumer behavior regarding sustainable products.

Thus, these findings confirm the importance of environmental knowledge as a factor that mediates the influence of environmental awareness and green marketing on purchasing decisions for Eco-Friendly products. By increasing consumers' environmental knowledge, companies can increase consumer awareness and interest in sustainable products, as well as strengthen the relationship between green marketing and purchasing decisions.



CONCLUSION

Based on the findings of this research, it can be concluded that environmental awareness and green marketing have a significant role in shaping decisions to purchase Eco-Friendly products. In addition, environmental knowledge also plays an important role as a mediator in the relationship between these variables. The practical implication of this research is that companies need to pay attention to marketing strategies that prioritize environmental issues to increase consumer interest in Eco-Friendly products. In addition, increasing consumers' environmental knowledge can be key in increasing the adoption of Eco-Friendly products in the market.

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