

UNDERSTANDING THE ROLE OF PURCHASE INTENTION IN AFFECTING BUYING BEHAVIOR TOWARD GREEN PRODUCT FROM THE TPB PERSPECTIVE

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Abstract: This research explores how social media marketing strategies—guided by the Theory of Planned Behavior (TPB) and principles of Green Marketing—affect consumers' intentions and purchasing behaviors toward environmentally friendly products. *With growing concerns about plastic waste, especially in densely populated and rapidly developing countries like Indonesia, this research aims to address the significant environmental challenges posed by high plastic consumption. This survey has been conducted toward 456 respondents. This study utilized nonprobability sampling by purposive sampling.* Smart PLS 3 software used for structural equation modeling *This approach allows for the collection of extensive data on consumer behavior and sentiments.* The results reveal that Attitude, Subjective Norms, and Perceived Behavioral Control have a significant and positive impact on consumers' intentions to purchase eco-friendly products. Additionally, green advertising and eco-labeling play a crucial role in shaping actual buying behavior toward such products. The intention to purchase also significantly drives environmentally conscious buying behavior. However, green branding does not exhibit a positive influence on consumer purchasing decisions. This suggests that consumers are more likely to develop purchase intentions when companies effectively communicate their environmental commitment.

Keywords: Consumer Buying Behavior, Environmentally Friendly Products, Green Marketing, Purchase Intention, Theory Planned Behavior

INTRODUCTION

Plastic packaging undergoes a slow disintegration process, taking up to 1,000 years for plastic products to completely break down in landfills. While plastic bottles take at least 450 years to degrade, plastic bags can take anything from 10 to 1,000 years ([Hossain and Tuha 2020](#)). In order to address the issue of trash, numerous companies have transitioned to ecologically sustainable business practices, such as manufacturing environmentally friendly goods and promoting them through green

advertising tactics ([Darmawan and Widodo 2019](#)). Companies utilize green advertising as a platform to provide information and capture consumers' attention towards eco-friendly products ([Winarno 2019](#)). Numerous studies suggest that when companies use green branding and eco-friendly advertising to market their products, it greatly influences consumer choices, encouraging a preference for sustainable options ([Naftalia and Suparna 2017](#)). An eco-label is a mark or certification given to consumers, signifying that a product

meets specific environmental standards as assessed by the organization issuing the label ([Meis-Harris et al. 2021](#)). Consumers' purchasing decisions are shaped by their trust in the product itself and their perception of the company's credibility and trustworthy behavior ([Makatumpias et al. 2018](#)). When it comes to purchasing eco-friendly products, consumer attitudes represent the most critical factor in green marketing studies ([Noor et al. 2017](#)).

The Theory of Planned Behavior (TPB) has been frequently used in the past to examine green consumer behavior, and the results indicate that customers' purchase intentions for green items are highly influenced by their views, subjective norms, and perceived behavioral control. [Ajzen \(1991\)](#) it was initially demonstrated that intention serves as the most immediate predictor of actual behavior, a concept that has been widely confirmed in various green marketing studies. [Haq et al. \(2020\)](#) they assert that customer purchasing behavior is closely linked to elements of green marketing, including green branding and advertising. [Laheer & Malik \(2021\)](#) describe Ajzen's Theory of Planned Behavior (TPB), which finds attitude to be a major predictor of individual intents in the model. The key elements of TPB are attitude, subjective norms, perceived behavioral control, purchasing intention, and purchase behavior. Most studies test only the direct link between intention and behavior without investigating the conditions under which intention does or does not translate into actual buying behavior. There is still limited empirical research that integrates additional factors such as eco-label trust, perceived greenwashing, product availability, or price sensitivity to explain when intention results in real purchases. Moreover, most studies measure both intention and buying behavior in the same survey, which increases the risk of common method bias and overestimates the strength of the relationship.

Green buying behavior refers to the act of purchasing environmentally beneficial and

acceptable products within the perspective of environmental friendliness. These products are environmentally friendly as they are either biodegradable or recyclable. They can also be reused or conserved, and are designed to address environmental concerns ([Mostafa 2007](#); [Haq et al. 2020](#)). Previous studies suggests that when companies use green branding and advertising to market their products, it significantly influences consumer behavior by encouraging a preference for environmentally friendly choices ([Naftalia and Suparna 2017](#)). An eco-label is a certification or informational mark given to consumers to signify that a product meets environmental standards, as verified by the organization issuing the label ([Meis-Harris et al. 2021](#)). Consumers' buying decisions are affected by how much they trust the products and how credible they perceive the company's actions to be ([Makatumpias et al. 2018](#)). [Rubio et al. \(2019\)](#) demonstrate in their study that the utilisation of green branding and green marketing techniques by enterprises significantly impacts consumer behaviour, leading them to select environmentally friendly items.

Studies by [Ali \(2021\)](#) and [Haq et al. \(2020\)](#) clearly illustrate how green marketing elements, including branding and advertising, significantly influence consumer purchasing behavior in Pakistani society. However, eco-labeling alone does not significantly affect consumer purchasing behavior. The key components of green marketing—such as green advertising, eco-labeling, green branding, and environmental awareness—are interconnected and collectively exert a strong influence on consumer buying decision.

[Laheer and Malik \(2021\)](#) integrate Ajzen's Theory of Planned Behavior (TPB) with green marketing to examine the influence of attitude, subjective norms, and perceived behavioral control on consumers' purchase intentions. Their findings reveal that purchase intention plays a significant role in shaping consumer behavior toward environmentally

friendly products. Consequently, this study aims to evaluate how green marketing influences the purchasing patterns of eco-friendly products, while also examining the effects of key factors from the Theory of Planned Behavior (TPB).

Attitudes

Attitudes namely the level at which an individual evaluates an attitude and determines whether it is beneficial or not. This results in beliefs related to the outcomes of these attitudes and individual assessments of the consequences or outcomes (Sun and Liang 2021). Attitude is the consumer's reaction to a product, which is shaped by their beliefs after assessing the product (Chandra and Keni 2021). In green consumer behavior, attitude is explained as awareness in choosing products that are more environmentally friendly or looking for alternatives by using products that are no longer used (Ogiemwonyi et al. 2020). Additional factors influencing purchase intention include service quality, customer satisfaction, brand equity, and digital marketing (Angela and Kesumahati 2023), and utilitarian, hedonic, and social values also play a role in shaping purchase intention (Lesmana et al. 2024).

Laheri and Malik (2021) Emphasized that mindset was the key factor influencing the intention to buy environmentally sustainable products. Memon et al. (2020) demonstrated that attitude has a positive and significant influence on purchase intentions, aligning with the findings reported by Ham et al. (2018) and Liu et al. (2020). Dewi and Rastini (2019) found that perceptions have a strong and positive impact on the likelihood of purchasing eco-friendly cosmetic products from The Face Shop. Taken together, these studies indicate that individuals who hold strong positive attitudes toward a product are more likely to develop the intention to buy it.

H₁: Consumer attitudes have a positive effect on their intention to purchase environmentally friendly products.

Subjective Norms

Subjective norms are benefits that are based on trust or normative belief (Ajzen and Fishbein 2005). Subjective norms, as discussed by Sayal and Singh (2020), pertain to an individual's beliefs regarding appropriate conduct in specific social contexts. These beliefs are influenced by how individuals see the values that relevant social groups prioritize in specific situations. According to David and Rundle-Thiele (2018), subjective norms refer to an individual's perception of the expectations held by significant others in their social circle, whose opinions can influence the person's decision to engage in or avoid a specific behavior. A person may be motivated to take environmentally friendly actions because they see others doing so (Wu et al. 2021).

Sun et al. (2020) discovered that subjective norms significantly influenced individuals' likelihood of purchasing environmentally friendly products. This discovery is consistent with the findings of Ferdiansyah and Pratomo (2023), Dewi and Rastini (2019), and Emekci (2019). All these studies demonstrated a positive relationship between subjective norms and consumers' intentions to buy environmentally friendly products. These findings suggest that individuals who perceive social approval and good attitudes from their social circles towards purchasing environmentally friendly products are more inclined to express a readiness to obtain such items.

H₂: Subjective norms positively influence consumers' intention to purchase environmentally friendly products.

Perceived Behavioral Control (PBC)

PBC describes an individual's personal judgment about how easy or difficult it is to perform a specific behavior. Previous studies indicate that PBC affects individuals' purchase intentions, Chen and Tung (2014) found that PBC has a significant impact on consumers'

intention to stay at green hotels. Similarly, [Yadav and Pathak \(2017\)](#) demonstrated that PBC is one of the strongest predictors of green purchase intention among Indian consumers. Their findings suggest that when people feel that buying green products is convenient and affordable, they are more likely to intend to do so.

Other studies, such as by [Paul et al. \(2016\)](#), They also demonstrate that PBC directly and positively influences intention. However, they note that situational barriers like higher prices, lack of product availability, or lack of credible information can weaken consumers' sense of control. This means that marketers and policymakers must ensure that consumers perceive fewer obstacles if they wish to strengthen green purchase intentions. [Huang and Ge \(2019\)](#) identified a strong positive relationship between perceived behavioral control and purchase intention. The notion is corroborated by the studies conducted by [Memon et al. \(2020\)](#) and [Liu et al. \(2020\)](#), which similarly concluded that perceived behavioral control has a beneficial influence on purchase intention. In their research, [Dewi and Rastini \(2019\)](#) found that attitudes, subjective norms, and perceived behavioral control each have a significant impact individually and collectively on the intention to purchase environmentally friendly cosmetic products from The Face Shop.

H₃: Perceived behavioral control positively affects consumers' purchase intentions for environmentally friendly products.

Purchase Intention

Purchase intention, as described by refers to a consumer's inclination or readiness to purchase a specific brand or participate in purchasing-related actions ([Assael 1992](#)). In purchase intention, consumers will realize how strong their desire is to try or buy environmentally friendly products ([Lestari and Kardinal 2018](#)). This motivation often arises when a product or service captures the

consumer's interest and encourages a purchase ([Ariescy and Amriel 2019](#)). The consumer purchase intention process involves evaluating existing knowledge about the product, comparing it with similar products, and making a purchase choice ([Zaelani and Chaldun 2021](#)). The study conducted by [Emekci \(2019\)](#) and [Laheri and Malik \(2021\)](#) have shown that purchase intention has a significant impact on consumer buying behavior toward environmentally friendly products.

H₄: Purchase intention positively affects consumer buying behavior.

Green Marketing

Green marketing, as defined by [Philip et al. \(2018\)](#), is a marketing approach that focuses on meeting customer requirements while also promoting environmental conservation. [Dewi and Rahyuda \(2018\)](#), green marketing is characterized by elements such as eco-labels, which are environmental certifications used by marketers to promote sustainable products, and eco-brands, which include names, symbols, or product designs recognized as environmentally friendly. Related research results *green marketing* on dimensions eco-labelling to consumer buying behavior has a significant influence on the sample Pakistani population in shopping centers/*shopping mall* found a robust association between green marketing and related factors including green advertising and green branding ([Haq et al. 2020](#)).

Green Advertising and Consumer Buying Behavior

Advertising includes all forms of promotion of ideas, products or services carried out by sponsors that require financial support ([Kotler and Armstrong 2012](#)). Within green marketing, advertising often referred to as green advertising seeks to motivate consumers to select environmentally friendly products as part of initiatives to protect and preserve the natural environment ([Ali 2021](#)). [Sun et al. \(2021\)](#), green advertising, companies try to install an image as

an entity that is committed to initiatives that care for the environment. Moreover, consumers trust the brand's environmental initiatives and become more mindful in selecting brands due to these positive actions. Regarding green marketing, research has shown that elements like green advertising and green branding significantly influence consumer buying behaviour ([Haq et al. 2020](#)).

Other studies, indicates that green advertising can positively shape consumer attitudes toward a brand when its environmental claims are perceived as credible and relevant ([Leonidou et al. 2011](#)). Furthermore, consumers who hold strong environmental concerns tend to respond more positively to green advertising messages, often converting this favorable attitude into actual purchasing behavior ([Rahbar and Wahid 2011](#)).

H₅: Green advertising positively impacts consumer buying behavior.

Green Advertising and Purchase Intention

Green advertising is vital in influencing consumers' purchase intentions by highlighting the environmental advantages of products and brands. When companies deliver genuine and credible green messages, they build consumer trust and increase the likelihood of purchasing eco-friendly product ([Chan 2004](#)). When consumers view a company's environmental claims as genuine, they are more likely to form a favorable attitude toward the brand, which in turn boosts their intention to purchase its products ([Chen & Chang 2012](#)).

Several studies have shown that the impact of green advertising largely depends on the credibility of the message and the extent of the consumer's environmental concern. For instance, [Paço and Reis \(2016\)](#) show that when green advertising aligns with consumers' environmental values, it positively affects their buying decisions. In contrast, if consumers perceive the advertising as misleading — a phenomenon known as *greenwashing* — it can

generate skepticism, reduce trust, and lower purchase intentions ([Nyilasy et al. 2014](#)).

Additionally, personal factors like perceived consumer effectiveness (PCE) and environmental knowledge further strengthen this impact. Consumers who believe their individual actions can help protect the environment tend to respond more positively to green advertising and are more inclined to develop a strong purchase intention ([Biswas and Roy 2015](#)).

Other studies, indicates that green advertising which includes reliability, attractiveness, and informativeness, significantly impacts consumer purchase intentions. Research by [Kim and Cha \(2021\)](#) shows that these attributes influence consumer purchase intentions. Thus, effective green advertising enhances environmental awareness while motivating consumers to choose more eco-friendly products ([Kim and Cha 2021](#)).

H₆: Green advertising positively affects purchase intention

Eco-Labeling and Consumer-Buying-Behavior

Eco-labelling is the practice of using labels on products to communicate verified information about their environmental benefits, such as lower carbon footprints, organic production, or sustainable sourcing ([Thøgersen et al. 2010](#)). Eco-labels serve as visual indicators that enable consumers to recognize eco-friendly products and make well-informed purchasing choices. Eco-labelling plays a crucial function in helping consumers identify items that are more ecologically friendly than others ([Mujahidin 2020](#)). [Hameed and Waris \(2018\)](#) argue that eco-labels are an effective tool for communicating information to consumers about products that are environmentally safe. Therefore, eco-labelling serves not only to inform consumers about product attributes but also to raise awareness of and support for environmentally friendly practices ([Riyanto et al. 2018](#)).

Studies indicated that eco-labelling can positively influence consumer buying behavior by reducing information asymmetry that is, by giving consumers credible, third-party assurances that a product genuinely meets specific environmental standards ([Rex and Baumann 2007](#)). When consumers have confidence in these labels, they feel less risk of deception and become more willing to pay a premium for environmentally friendly products ([Nguyen et al. 2017](#)).

The influence of eco-labelling is even stronger among consumers who have high environmental concern and value sustainability ([Grankvist et al. 2004](#)). These consumers actively seek eco-labels as a signal that aligns with their personal values and social responsibility norms. However, the impact depends heavily on consumers' awareness and understanding of what the labels actually mean if the label is unclear or not credible, it can have little or no impact on buying behavior ([Atkinson and Rosenthal 2014](#)).

H7: Eco-labeling positively affects consumer buying behavior.

Eco-Labelling and Purchase Intention

Eco-labeling is a voluntary certification program that offers consumers verified details about the environmental effects of a product or service ([Thøgersen et al. 2010](#)). These labels serve as trusted signals that help consumers identify products that align with their personal environmental values. The presence of an eco-label on a product often leads consumers to believe it has a reduced environmental impact, thereby increasing their willingness to purchase it ([Sammer and Wüstenhagen 2006](#)).

[Gutierrez et al. \(2020\)](#) suggest that consumers' environmental knowledge influences their search for eco-labels on products, which are perceived as indicators of environmental responsibility and can stimulate positive feelings that encourage the purchase of environmentally friendly items. [Brécard \(2017\)](#), eco-labelling significantly influences consumer

behavior by conveying information about environmental attributes and guiding purchasing decisions among businesses and consumers alike. Eco-labels act as markers that help consumers identify environmentally responsible products and cultivate positive attitudes that encourage eco-friendly purchases. The employing eco-labeling to enhance awareness and foster a positive perception of a product's environmental attributes can substantially boost consumers' likelihood of purchasing eco-friendly products ([Majeed et al. 2022](#); [Panopoulos et al. 2022](#)).

Empirical studies indicate that eco-labels positively influence purchase intention by reducing uncertainty about a product's environmental claims and enhancing consumers' perceived value of the product ([Atkinson and Rosenthal 2014](#)). When eco-labels are clear, credible, and issued by trustworthy organizations, they build consumer trust and make consumers more confident in their purchase decisions ([Testa et al. 2015](#)).

H8: Eco-labeling positively impacts purchase intention

Green-Branding and Consumer-Buying-Behavior

A brand is a distinctive and easily identifiable identity connected to a product or service, consisting of elements like a name, term, symbol, design, or a blend of these components. Its primary function is to distinguish and identify the offerings of a seller or company from those of competitors ([Suparna et al. 2018](#)). According to [Ali \(2021\)](#), branding can be defined as the act of communicating, strengthening and maintaining a brand to provide a view to other people according to what they see. Within green marketing, branding plays a pivotal role at the heart of modern business strategies. Green branding refers to the strategic use of environmental values and sustainable practices to shape a company's brand identity and market positioning. This strategy conveys a clear message to consumers that the company is

sincerely committed to sustainability and is actively implementing tangible measures to reduce its environmental impact ([Hartmann and Apaolaza-Ibáñez 2009](#)).

Studies have found that when consumers view a brand as genuinely environmentally friendly, they form favorable attitudes toward it, which can significantly shape their buying behavior ([Chen 2010](#)). Green branding creates *green brand equity* by shaping perceptions of quality, trust, and satisfaction. Consumers who trust a brand's environmental claims are more likely to buy its products, recommend them to others, and remain loyal over time ([Ng et al. 2014](#)).

H₉: Green branding has a positive impact on consumer purchasing behavior.

Green Branding and Purchase Intention

Green branding represents a marketing trend where companies demonstrate their

commitment to ecological sustainability through practices that promote environmental responsibility, alongside the use of green advertising. Green branding has a favorable impact on purchase intention, according to case study research by ([Spielmann 2021](#)).

Eco-labeling is an optional certification program that offers consumers reliable information regarding the environmental effects of a product or service ([Thøgersen et al. 2010](#)). These labels serve as trusted signals that help consumers identify products that align with their personal environmental values. When consumers notice an eco-label on a product, they are more inclined to believe it has a reduced environmental impact, which often enhances their willingness to purchase it ([Sammer and Wüstenhagen 2006](#)).

Research indicates that eco-labels can boost purchase intentions by clarifying a product's environmental claims and increasing consumers' perceived value of the product

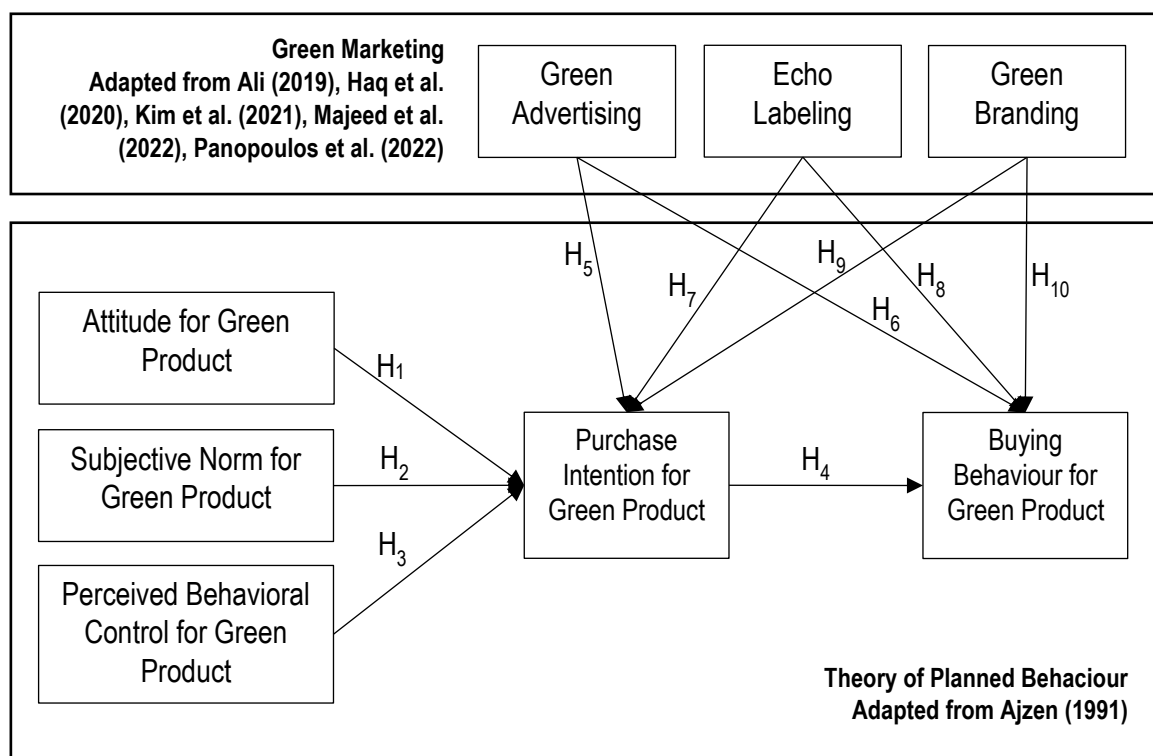


Figure 1. Research Model

([Atkinson and Rosenthal 2014](#)). Clear and credible eco-labels from reputable organizations foster consumer trust and strengthen their confidence in purchase intention ([Testa et al. 2015](#)).

H₁₀: Green branding has a significant positive impact on purchase intention.

Research Model

The study model is illustrated in Figure 1, presenting the results derived from the literature review analysis. TPB encompasses numerous key elements, namely; attitude, subjective-norm, and perceived-behavior-control have impact on Purchase-Intention. Moreover, the purchase-intention component of the TPB will influence consumer buying behavior. Meanwhile, researchers also added variables from green-marketing theory with dimensions such as green-branding, green-advertising, and eco-labelling which were adopted from research conducted by [Ali \(2019\)](#), and [Haq et al. \(2020\)](#). In addition, [Kim and Cha \(2021\)](#) examined the variable relationship between green-advertising and purchase-intention, [Majeed et al. \(2022\)](#) and [Panopoulos et al. \(2022\)](#) studied the impact of eco-labelling on purchase intention.

METHOD

This study utilized nonprobability sampling, specifically by purposive sampling to specifically select individuals who have made at least one purchase of ecologically sustainable products. The sample size calculation adhered to the rules outlined by [Hair et al. \(2017\)](#), which

recommend multiplying the number of indicators or arrows in the conceptual model by ten. This study will utilize a quantitative methodology by conducting a survey utilizing Google Forms questionnaires. The sample size collected was 456 respondents, who had made at least one purchase of an eco-friendly product.

The researchers adopted a 5-point Likert-Scale to assess various constructs, assigning numerical values from 1 to 5. Specifically, the scale labeled 1 as "Strongly Disagree," 2 as "Disagree," 3 as "Neutral," 4 as "Agree," and 5 as "Strongly Agree." This scale was used to quantify responses regarding variables such as attitude, subjective-norms, perceived-behavioral-control, purchase-intention, consumer-buying-behavior, and green-marketing. These constructs were derived and adapted from established studies, notably [Emekci \(2019\)](#), [Liu et al. \(2020\)](#), and [Ali \(2019\)](#), as detailed in Table 1.

To analyze the survey responses, the researchers utilized Structural Equation Modeling (SEM), specifically through the Smart-PLS software, which supports Partial Least Squares-SEM. This analytical technique involves two key components: the **measurement-model** and the **structural-model**. The measurement model focuses on evaluating the validity and reliability of the constructs, ensuring that the observed indicators accurately represent the latent variables. In particular, the assessment includes **convergent-validity**, which verifies that items expected to measure the same construct are

Table 1. Instruments and Reference Sources

Variables or Construct	References
Attitude	
Subjective-Norms	
Perceived-Behavioral-Control	Emekci (2019) ; Liu et al. (2020)
Purchase-Intention	
Consumer-Buying-Behavior	Ali (2019) ; Emekci (2019)
Green-Marketing	Ali (2019)

indeed related. A fill factor value of more than 0.7 is considered ideal, and a fill factor value of more than 0.5 is acceptable. Data with a composite-reliability exceeding 0.8 is deemed to be highly dependable. The anticipated Average-Variance-Extracted (AVE) value exceeds 0.5. Cronbach Alpha: The value is expected to be more than 0.6 for all constructs. Above, the reflective indicators are tested on the external model; Formative indicators are also tested.

In this research, the internal testing model uses Goodness-of-Fit (GoF), Coefficient-Determinant (R²), and, Predictive Relevance (Q²). The structural model outcomes indicate the relationships between each formulated hypothesis or construct. The coefficient of determination (R²) can be categorized as weak (0.19), moderate (0.33), or strong (0.67). Furthermore, the model is deemed to have sufficient predictive relevance when the Q² value is greater than zero (Hair et al. 2019). In addition, GoF criterion consists of three thresholds: a low threshold of 0.10, a medium threshold of 0.25,

and a high threshold of 0.36. The impact or contribution of external ideas on internal variables can be quantified using effect size, as stated by (Hair et al. 2017). The f² values indicate effect sizes, where 0.02 reflects a small effect, 0.15 signifies a medium effect, and 0.35 represents a large effect. The t-test is used in hypothesis testing with a significance threshold (alpha) of 0.05, where the t-statistic is compared to the t-table. The Smart-PLS 4.0 program utilizes bootstrapping with a significance level of 95% (α = 0.05) and a t-table value of 1.96. The hypothesis is accepted if the t statistic value exceeds 1.96; otherwise, it is rejected (Hair et al. 2017).

RESULTS

Respondents Characteristic

The respondent criteria are people whom have made 1 purchase environmentally friendly products. Table 2 shows characteristics 456 respondents.

Table 2. Respondents Characteristic

Description	Freq.	%
Gender		
Male	198	43.42
Female	258	56.57
Education		
Senior Highschool	156	34.2
Diploma	101	22.1
Bachelor	192	42.1
Postgraduate	7	1.5
Income		
<IDR1.000.000	32	7
IDR1.000.000-3.000.000	123	27
IDR3.000.000-5.000.000	255	55.9
IDR >5.000.000	46	10.1
Frequency		
1-3 times	76	16.4
3-5 times	197	43.2
> 5 time	183	40.1
never	0	0
Awareness of Environmental Issues		
Very aware	185	40.6

Description	Freq.	%
Aware	223	51.1
Just be aware	35	7.7
Less aware	3	0.7
Unaware	0	0
Age		
15-19 years-old	23	5.00
20-24 years-old	175	38.40
25-29 years-old	237	52.00
30-34 years-old	21	4.60
Above 35 years-old	0	-
Occupation		
Student	93	20.39
Employee	336	73.7
Unemployed	16	3.5
Other	11	2.5
Reasons		
Reducing Environmental Impact	205	45
Better product quality	223	48.9
More affordable prices	230	50.4
Support for companies that care about the environment	236	29.8
Social influence (family/friends)	72	15.8
Source of Information Regarding Environmentally Friendly Products		
Social media	173	37.9
TV/Radio	90	19.7
Articles/News	117	25.7
Family/Friends	45	9.9
Exhibitions/Event	31	6.8
Other	0	0

Measurement Model Result

This study uses a reflective measurement approach to assess internal consistency, convergent-validity, and discriminant-validity (Hair et al. 2017). The measurement-model outcomes for this study are presented in Table 3. AVE values for attitude (0.738), subjective-norm (0.926), perceived-behaviour-control (0.746), awareness (0.601), green marketing (0.519), green perceived value (0.559), green trust (0.587), perceived behavioral control (0.528), purchase intention (0.644), consumer buying behaviour (0.563), green branding (0.728), and eco-labelling (0.715) are all above 0.5 which is valid.

The Fornell-Larcker criterion is deemed met for establishing discriminant-validity when the square root of a construct's Average-Variance-Extracted (AVE) is greater than its correlations with all other latent-variables (Sekaran & Bougie 2016). The square root value of the AVE exceeds highest correlation value, then discriminant-validity is considered good (Fornell and Larcker 1981). The diagonal elements of Table 4 must be greater than square root of the AVE. When square-root-value of the AVE exceeds the maximum correlation value, it indicates a high level of discriminant validity

Table 3. Measurement Model Analysis Result

Constructs	OL	CA	CR	AVE
Attitude		0.819	0.894	0.738
I feel positive about using products with environmentally friendly packaging.	0.898			
I believe that using products with eco-friendly packaging greatly benefits the environment.	0.902			
I believe that consuming products with environmentally-friendly-packaging is a very good idea.	0.771			
Subjective Norm		0.921	0.961	0.926
People I know buy products with environmentally friendly packaging.	0.972			
People I know care about environmental issues.	0.952			
Perceived Behavior Control		0.828	0.898	0.746
For me, buying products with environmentally friendly packaging is easy	0.899			
Whether or not I buy products with environmentally-friendly-packaging is entirely up to me.	0.887			
I have complete control over whether or not I choose to purchase products with environmentally-friendly-packaging	0.803			
Purchase Intention		0.814	0.878	0.644
I intend to allocate more of my budget to products with environmentally-friendly-packaging rather than those with single-use packaging	0.751			
In the coming month, I plan to buy the environmentally friendly version of a product.	0.814			
In the coming month, I will consider buying a product because its packaging is environmentally friendly.	0.863			
I will consider purchasing products with environmentally-friendly-packaging in the future because they contribute less to pollution	0.777			
Consumer Buying Behavior		0.736	0.836	0.563
I have switched to using products with environmentally friendly packaging.	0.632			
I make a conscious effort to purchase drinking water packaged in environmentally friendly materials.	0.822			
I have chosen not to purchase a product due to its potential harmful impact on the environment	0.802			
When deciding between two products, I consistently choose the one that poses the least harm to people and the environment	0.730			
Green Advertising		0.821	0.890	0.731
I am often exposed to advertisements for products with environmentally-friendly-packaging	0.768			
Advertisements for products with environmentally-friendly-packaging help raise environmental awareness	0.916			

Constructs	OL	CA	CR	AVE
Advertisements for products with environmentally-friendly-packaging accurately reflect a company's efforts to care for the environment	0.875			
Green Branding		0.646	0.842	0.728
Eco-friendly brands are safe for the environment.	0.776			
Eco-friendly brands provide better quality than other brands.	0.925			
Eco-Labeling		0.811	0.881	0.715
I consistently choose products that carry an eco-friendly labe	0.670			
I always pay attention to whether the product has an eco-friendly label or not.	0.914			
I am prepared to spend extra on products that feature an eco-friendly label.	0.928			

OL= Outer-Loading; CA= Cronbach's-Alpha; CR= Composite-Reliability

Structural Model Result

A structural model is a computational method that investigates the connections between constructs and evaluates how constructs relate to their indicators. The Goodness-of-Fit (GoF) index is used in structural model analysis to evaluate the adequacy and reliability of the research model. In structural model analysis, path analysis and effect size (f^2) are important criteria (Hair et al. 2017). In Table 5 the GoF value is 0.192, This indicates that the model applied in this study meets the large criterion, signifying high quality.

The data indicates that the model demonstrates strong convergent validity, as evidenced by the AVE value. Additionally, the

model exhibits good predictive capacity, as demonstrated by the R^2 and Q^2 values. The findings indicate that the elements of this model reliably account for consumers' behavior and their intentions to buy eco-friendly products. Additional analysis involves evaluating the extent of the impact or contribution of external factors on internal variables using effect size (f^2) estimates, as outlined in the table 6.

Hair et al. (2017), there are three categories of f^2 values: 0.02 denotes a small effect size, 0.15 indicates a medium effect size, and 0.35 represents a large effect size. The effect size (f^2) measures the strength of the relationship between exogenous and endogenous constructs within the structural model.

Table 4. Fornell-Larcker Criterion Result

	ATT	CBB	EL	GA	GB	PBC	PI	SN
Attitude	0.859							
Consumer-Buying-Behavior	0.617	0.750						
Eco-Labeling	0.235	0.337	0.846					
Green-Advertising	0.395	0.527	0.419	0.855				
Green-Branding	0.191	0.245	0.448	0.268	0.853			
Perceived-Behavior-Control	0.147	0.173	0.718	0.264	0.634	0.864		
Purchase-Intention	0.576	0.573	0.507	0.197	0.414	0.507	0.803	
Subjective-Norms	0.474	0.397	0.221	0.122	0.286	0.298	0.330	0.962

Table 5. Inner Model Testing

Construct	AVE	R ²	Q ²
Attitude	0.754		
Subjective-Norms	0.745		
Perceived-Behavior-Control	0.680		
Purchase-Intention	0.788	0.516	0.372
Consumer-Buying-Behavior	0.653	0.523	0.507
Green-Advertising	0.711		
Green-Branding	0.685		
Eco-Labeling	0.662		
Average	0.710	0.544	
AVE x R ²		0.369	
GoF $\sqrt{(AVE \times R^2)}$			0.192

There are a number of noteworthy conclusions drawn from the available data. First, with a f^2 value of 0.519, attitude plays a crucial role in influencing purchase intention. This demonstrates how important it is for consumers' opinions about eco-friendly items to influence their buying-intentions. Additionally, with a f^2 value of 0.032, eco-labeling has a minimal effect on consumer-buying-behavior. While eco-labels do exert some influence, their impact is relatively weaker compared to other factors

Green-advertising significantly influences consumer-buying-behavior, as evidenced by a f^2 value of 0.411. This value suggests that green advertising successfully guides consumers towards purchasing environmentally friendly products. Conversely,

green-branding exerts only a minor influence on consumer-buying-behavior, as seen by its low f^2 value of 0.005. The impact of perceived behavior control on consumer buying behavior is rather little, as indicated by a f^2 value of 0.040. This suggests that customers' views of the ease or difficulty of acquiring environmentally friendly products have a slight influence on their actual purchasing behavior. The consumer-buying-behavior is greatly influenced by Purchase-Intention, as indicated by the f^2 value of 0.485. This value indicates that the intention to buy environmentally friendly products is a key factor in influencing whether customers proceed with the actual purchase. The f^2 value of 0.011 indicates that subjective-norms exert only a minor influence on purchase-intention.

Table 6. Effect Size (f^2) Analysis Result

	ATT	CBB	EL	GA	GB	PBC	PI	SN
Attitude							0.462	
Consumer- Buying- Behavior								
Eco-Labeling		0.020						
Green-Advertising		0.400						
Green-Branding		0.006						
Perceived-Behavior- Control							0.371	
Purchase-Intention		0.471						
Subjective-Norms							0.005	

Table 7. Path Analysis Result

	Hypotheses	β	t-value	p-value	Result
H ₁	ATT → PI	0.537	13.847	0.000	Accepted
H ₂	SN → PI	-0.057	1.557	0.020	Rejected
H ₃	PBC → PI	0.444	11.975	0.000	Accepted
H ₄	PI → CBB	0.567	13.586	0.000	Accepted
H ₅	GA → PI	-0.238	5.573	0.000	Accepted
H ₆	GA → CBB	0.484	14.233	0.000	Accepted
H ₇	EL → PI	0.273	3.428	0.001	Accepted
H ₈	EL → CBB	-0.125	2.305	0.001	Accepted
H ₉	GB → PI	0.124	3.253	0.001	Accepted
H ₁₀	GB → CBB	-0.064	1.655	0.0129	Rejected

This indicates that in this context, the influence of others' opinions on purchase intentions is limited. Overall, our results show that customers' attitudes and intentions significantly shape their buying behavior regarding eco-friendly product. On the other hand, elements like green advertising, eco-Labeling, green branding, perceived behavior control, and subjective norms have a limited impact.

Path Analysis

The study utilized path analysis to assess the formulated hypotheses and investigate the relationships between variables. A relationship or hypothesis is considered significant at the 5% level when the t-value is greater than 1.96 and the p-value is below 0.05 (Hair et al. 2017)

This study proposed a total of 10 hypotheses. According to the path coefficient results presented in Table 7, out of 7 main hypotheses and 3 sub-hypotheses, 8 were supported while 2 were not. The variables Attitude (ATT), Perceived Behavioral Control (PBC), Green-Advertising, Eco-Labeling (EL), and Green-Branding (GB) demonstrated a significant and positive impact on Purchase-Intention (PI), leading to the acceptance of hypotheses H₁, H₃, H₅, H₇, and H₉. In contrast, Subjective-Norm (SN) did not show a significant positive effect on Purchase-Intention (PI), resulting in the rejection of H₂.

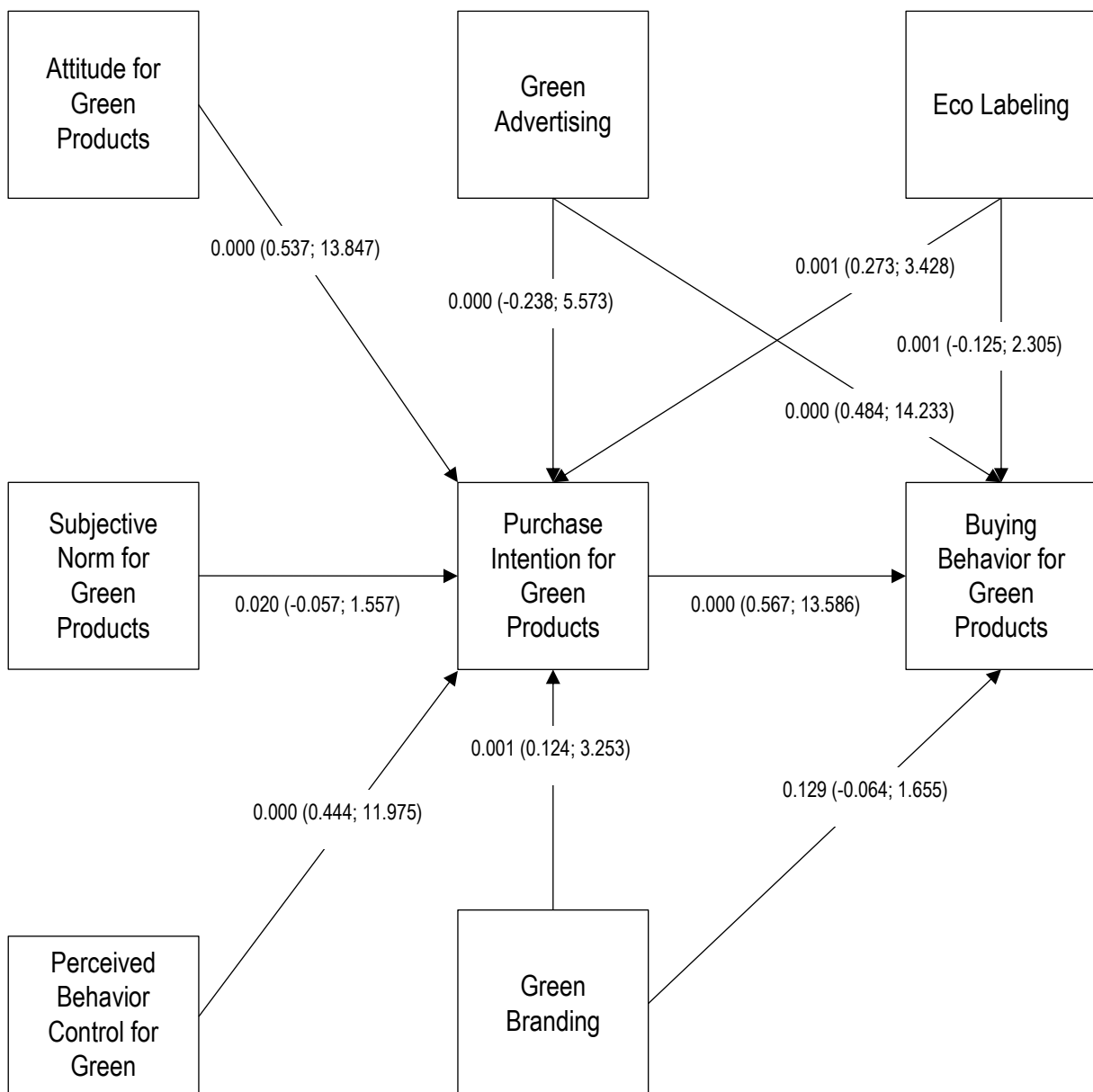
Additionally, Purchase-Intention (PI), Green-Advertising (GA), and Eco-Labeling (EL) exhibit a positive and significant impact on Consumer-Buying-Behavior (CBB), supporting the acceptance of hypotheses H₄, H₆, and H₈. However, Green Branding (GB) does not show a significant positive effect on CBB, leading to the rejection of H₁₀. The interrelationships among the variables are illustrated in Figure 2.

The findings indicate that attitudes significantly contribute to shaping the purchase-intention environmentally friendly products. This aligns with [Laheer and Malik \(2021\)](#), who also highlighted the crucial influence of attitudes in determining consumers' intentions to buy green products. [Memon et al. \(2020\)](#) Supported these results by emphasizing that consumer attitudes have a strong and positive impact on their tendency to buy environmentally friendly products. Attitude is a key predictor of the intention to buy environmentally friendly products, in line with research predictions. This indicates that the participants have a preference and a strong desire to purchase things that are ecologically friendly. When individuals have a favorable disposition towards ecologically sustainable products, they are more inclined to have a strong desire to purchase them.

Subjective-norms play an important role in influencing individuals' tendency to buy environmentally sustainable products. The results align with the findings of [Sun and Wang \(2020\)](#), indicating that subjective norms strongly

influence an individual's likelihood of purchasing environmentally friendly products. This discovery aligns with the discoveries made by [Dewi and Rastini \(2019\)](#); [Ferdiansyah and Pratomo \(2023\)](#) and [Emekci \(2019\)](#). These studies demonstrate a direct relationship between perceived norms and customers' inclination to buy environmentally friendly products. The results suggest that those who

believe that their social circle approves of and has positive views towards buying environmentally friendly products are more inclined to express a willingness to purchase these items. Social influence from various sources is significant in forming subjective norms regarding consuming environmentally-friendly-products.



**Signifant at $p < 0.01$, - - - - -> not significant

Figure 2. Relationship between variables

Moreover, the relationship between perceived-behavioral-control and purchase-intention has a significant positive influence on the adoption of environmentally-friendly-products. This result is consistent with the findings of previous research by Huang and Ge, (2019), which suggests that customer inclination to purchase environmentally friendly products increases when they perceive the availability and certainty to do so. [Huang and Ge \(2019\)](#) emphasize that higher perceived convenience enhances consumer purchase desire. Furthermore, [Memon et al. \(2020\)](#) and [Liu et al. \(2020\)](#) have also reached comparable findings, indicating that perceived-behavioral-control has a beneficial influence on purchase-intention.

The purchase-intention variable has a significant positive effect on consumer-buying-behavior. Purchasing-intentions, consumers will evaluate how much they want to try or buy environmentally friendly products ([Lestari and Kardinal 2018](#)). [Zaelani and Chaldun \(2021\)](#) state that the purchase intention process involves evaluating knowledge about the product, comparing it with similar products, and making a decision to make a purchase. Studies undertaken by [Emekci \(2019\)](#), and [Laheri and Malik \(2021\)](#) indicate that consumer-buying-behavior towards environmentally-friendly-products is substantially influenced by purchase intentions. This implies that when customers give priority to environmental factors in their purchasing choices, they will actively search for and select products that are in line with their sustainability beliefs.

Green-advertising has a positive and statistically significant influence on consumer-buying-behavior, aligning with the findings of [Haq et al. \(2020\)](#). Other studies also indicate that consumer buying behaviour benefits positively from green marketing components such as green advertising [Ali \(2019\)](#). This demonstrates that green advertising is successful in raising awareness and exerting an impact on customer decisions about environmentally sustainable items. Green advertising also positively and

significantly affects purchase intentions. The findings of this study also indicate that consumer innovativeness can enhance the connection between green-advertising attributes and purchase-intention. Therefore, effective green-advertising not only raises environmental awareness but also motivates consumers to choose more environmentally-friendly-products ([Kim and Cha 2021](#)). Consequently, the efficacy of environmentally conscious marketing in shaping consumers' intents to buy can lead to increased sales of environmentally friendly items.

Moreover, this study concludes that Green-Branding does not affect consumer-buying-behavior towards environmentally-friendly-products, which aligns with the findings of [Fahlepi and Widodo \(2022\)](#) that there is no impact of green branding on consumer buying behavior. It is plausible that Innisfree's branding strategy, implemented through advertising channels, has not achieved success in establishing an environmentally friendly skincare brand image. This demonstrates that only possessing an ecologically conscious brand image is insufficient to impact consumer purchasing behavior without a well-executed marketing and branding strategy.

Green-branding has a positive influence on purchase-intentions to buy environmentally friendly products. This is because green branding reflects a marketing trend where companies showcase their dedication to ecological sustainability through practices that promote environmental responsibility and the use of environmentally friendly advertising. Eco-labeling significantly and positively influences customer buying behavior in relation to environmentally friendly products. [Gutierrez et al. \(2020\)](#) suggest that customers' environmental knowledge plays a crucial role in their search for eco-labels on products. Effective eco-labels have the capacity to capture consumer interest, fostering positive sentiments and thereby encouraging the purchase of environmentally friendly products. [Brécard](#)

(2017) also notes that Eco-Labeling exerts a substantial influence on consumer behavior by communicating details about environmental aspects and product attributes, catering to both businesses and a diverse consumer base seeking environmental product information. Clear and informative eco-friendly labels have the ability to effectively steer customer choices towards environmentally friendly items, leading to the conclusion that they are influential.

CONCLUSION

The findings indicate that green-advertising, eco-labeling, and green-branding exert a significant influence on consumer-buying-behavior regarding environmentally sustainable products. Advertisements emphasizing the eco-friendly aspects of products can enhance consumer awareness and interest, ultimately affecting their purchasing decisions. Effective green-advertising conveys environmental benefits and fosters a favorable perception of the product in consumers' minds. Additionally, eco-labeling offers essential details about a product's credibility and environmental benefits, helping consumers make informed choices and motivating them to select environmentally friendly products. However, despite the general expectation that green branding would enhance consumer loyalty and trust in eco-friendly products, this research hypothesizes that green branding does not significantly impact consumer buying behavior.

Purchase intention is a crucial factor in linking subjective-norms, attitude, perceived-behavioral-control, and consumer-buying-behavior in relation to environmentally friendly products. Favorable attitudes toward these products strengthen purchase-intentions, which in turn drive actual buying behavior. This research proposes that subjective-norms have substantial impact on purchase-intention, it suggests that strong subjective norms can increase purchase intention when consumers experience social pressure to behave in an environmentally-friendly-manner. Furthermore,

consumers' confidence in buying and using eco-friendly products boosts their purchase intentions. Greater perceived behavioral control positively correlates with increased buy intention, which in turn influences customer purchasing behavior.

Attitudes towards environmentally friendly products directly boost purchasing interest. Consumers who acknowledge and appreciate the advantages of environmentally-friendly items are more inclined to have the intention to buy them. Subjective-norms have an impact on purchasing-intentions, subjective norms can influence purchasing intentions if customers feel societal pressure to support environmentally friendly products. Consumers' perceptions of their ability to purchase and use eco-friendly products significantly affect their purchasing intentions. Those who feel confident buying the product tend to have stronger purchase intentions. This study emphasizes the importance of various factors shaping consumer-buying-behavior toward eco-friendly products. The findings reveal that green-advertising and eco-labeling significantly impact both consumer-buying-behavior and purchase-intention. In contrast, green-branding does not directly affect consumer-buying-behavior but does influence purchase-intention. Purchase-intention serves as a key link between attitudes, subjective-norms, perceived-behavioral-control, and consumer-buying-behavior, consistent with the Theory of Planned Behavior (TPB). Moreover, attitudes, subjective-norms, and perceived-behavioral-control directly affect purchase-intention.

The Implication of this research is consumer are more inclined to form intentions to buy product from firms that effectively convey their environmentally friendly initiatives. This research also possesses shortcomings that can be addressed and improved upon by future researchers. In this research, green branding variable does not significantly influence consumer buying behavior. These variables need to be investigated further in depth. This

research also possesses shortcomings that can be addressed and improved upon by future researchers. In this research, green branding

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