Going Green: Exploring the Factors Behind Eco-Friendly Products Purchase Intentions

Hendra Sakti Putra Siagian[1]* [ID], Hazmanan Khair[2], Jufrizen[2], Satria Tirtayasa[2], Muhammad Rahmat[3]
[1]Universitas Satya Terra Bhinneka, Medan 20128, North Sumatra, Indonesia
[2]Universitas Muhammadiyah Sumatera Utara, Medan 20238, North Sumatra, Indonesia
[3]Universitas Muslim Nusantara Al-Washliyah, Medan 20147, North Sumatra, Indonesia
*Corresponding Email: hendrasiagian@satyaterrabhinneka.ac.id

ARTICLE INFORMATION

ABSTRACT

Unregulated worldwide consumption habits have resulted in significant issues such as pollution and climate change, hence underscoring the necessity for understanding of eco-friendly products. This study seeks to examine the impact of students' awareness of eco-friendly products on their intention to acquire such products. This study specifically investigates the impact of awareness, availability, value, and quality on students' desire to purchase reusable bottled water products, as well as how these characteristics predict purchase intention among students. Data were gathered through an online survey of 145 students from diverse universities in Indonesia and analyzed utilized partial least squares-structural equation modelling (PLS-SEM). The findings revealed that awareness and perceived value significantly enhance the purchase intention of reusable bottled water products, with perceived value being the most influential element. These findings underscore the necessity of enhancing awareness and value the of eco-friendly products to promote more sustainable and responsible consumption among students, thereby significantly contributing to environmental conservation initiatives and the reduction of plastic waste in society. Furthermore, these findings offer valuable insights for stakeholders in formulating more successful marketing strategies to enhance student engagement in sustainable consumption.

Keywords: Eco-Friendly; Green Consumerism; Purchase Intention; Reusable Water Bottle; Sustainability; Students

INTRODUCTION

Global awareness of environmental degradation and unsustainable consumerism is increasing, alongside the adverse effects of human activity, including pollution, climate change, and the over-exploitation of natural resources (Chen & Chai, 2010). A suggested method to mitigate these effects is to promote green consumerism, a purchasing behavior that takes into account the environmental impact of a product throughout its manufacture, usage, and disposal phases (Moisander, 2007). In this context, green products, such as reusable water bottles, are gaining popularity as alternatives to mitigate plastic waste and promote environmental sustainability (Nguyen et al., 2017). Nonetheless, despite the growing awareness of green products, the adoption rate of sustainable goods in developing nations remains comparatively low, particularly among college students with constrained purchasing power and limited access to such products (Ansu-Mensah, 2021).

Numerous studies have identified determinants that affect the intention to purchase green products, including green awareness (Nguyen et al., 2016; Sharma & Jha, 2017), product availability (Rahbar & Abdul Wahid, 2011; Wahid et al., 2011), price and quality (Yadav & Pathak, 2017), and perceived value (Chen & Chang, 2012). Nonetheless, a deficiency exists in the literature regarding the concurrent influence of these factors on the purchase decisions of college students in developing nations. Prior research indicates that environmental consciousness might influence purchasing intentions; yet, restricted availability frequently poses a significant obstacle to sustainable consumption. Moreover, elevated prices relative to traditional items frequently deter consumers from transitioning to green alternatives, particularly among college students facing financial limitations (Nguyen et al., 2016). Perceived superior quality and value of green products may enhance purchase intention; however, there is limited research examining this impression among college students in poor nations.

This study aims to address the gap by examining how green product awareness, green product availability, green product quality, and green product value concurrently affect college students' purchase intentions regarding reusable water bottles, thereby offering deeper insights into the green consumption behaviors of the younger generation and effective strategies to enhance the adoption of sustainable products. This study seeks to address the existing vacuum in the literature by examining the primary factors that affect college students' propensity to purchase green products, particularly reusable water bottles. College students, as a youthful consumer demographic, has significant potential to influence future consumption trends; thus, comprehending the variables that motivate or hinder their purchasing behavior can yield valuable insights for stakeholders. This study aims to determine the extent to which awareness of green products, price, availability, value, and quality significantly affect college students' purchase intentions regarding green products and examine how these factors can forecast college students' decisions to buy reusable water bottles. Moreover, this study aims to address the following questions based on these objectives: RQ1: Do awareness of green products, pricing, availability, perceived value, and quality influence college students' intention to purchase reusable bottle water? RQ2: How can these factors predict students' decisions in purchasing reusable bottle water?

Eventually, this study offers substantial theoretical and practical advances. This study enhances the literature on green consumption by concentrating on college students in developing countries, a topic that remains underexplored relative to research conducted in developed countries (Nguyen et al., 2016; Wahid - Abdul et al., 2011). This study elucidates the impact of several external and internal factors on college students' purchasing decisions, particularly examining the extent to which variables like green

product awareness, green product availability, green product quality, and green product value impede the uptake of green products. This study serves as a reference for marketers in developing more effective green marketing strategies aimed at college students, while also aiding governments and educational institutions in creating educational programs that enhance awareness and accessibility of green products. This study further supports Sustainable Development Goal (SDG) 12: Responsible Consumption and Production, by promoting a transition to more sustainable consumption patterns through enhanced comprehension and uptake of green products. Through strategic marketing initiatives, favorable governmental policies, and ongoing education, college students, representing the younger generation, can emerge as pivotal agents in fostering responsible consumption practices, thus expediting the shift towards a more sustainable and environmentally friendly economy.

LITERATURE REVIEW

Green Product Awareness and Purchase Intention

Environmental awareness has been a worldwide issue since the 1970s, when the environmental movement in the United States evolved into political activity. Environmental awareness is characterized by an individual's comprehension of the connection between human activities and environmental quality, as well as their willingness to engage in acts that promote environmental sustainability (Dönmez & Yardımcı, 2024). Among college students in Indonesia, environmental awareness signifies their comprehension of the effects of consumption on the environment and their readiness to select green products, such as reusable water bottles. Mahmoud et al. (2022) underscored that environmental knowledge substantially affects purchase decisions for green products, such as reusable water bottles. Furthermore, Maniatis (2016) indicates that consumers with heightened environmental awareness are inclined to modify their purchase patterns by selecting more sustainable products. Nonetheless, numerous studies indicate that environmental awareness alone does not consistently influence the decision to acquire green products, as additional factors such as price (Ansu-Mensah, 2021) and product availability (Dangelico et al., 2021) also significantly affect the intention to purchase reusable water bottles.

Moreover, environmental consciousness is frequently linked to students' propensity to acquire green products due to their comprehension of the product's advantages. Zameer & Yasmeen (2022) assert that consumers' environmental awareness significantly impacts their decision to purchase organic or green products. Ansu-Mensah (2021) identifies environmental awareness as a significant determinant of green behavior, illustrating students' comprehension of the ecological consequences of single-use products and the necessity of utilizing reusable water bottles. In this context, environmental awareness can be cultivated through education, sustainability initiatives, and the promotion of green products on college (Prieto-Sandoval et al., 2022). As access to information about the advantages of green products expands, pupils are becoming more cognizant that utilizing reusable water bottles can diminish plastic waste, yield long-term savings, and aid in environmental preservation (Nguyen et al., 2016). Consequently, heightened environmental awareness among Indonesian students can enhance purchasing intentions and promote more sustainable green consumption behaviors. Hence, this study postulate following hypotheses:

H1: Green product awareness positively and significantly influences the purchase intention among college students.

Green Product Availability and Purchasing Behavior
The availability of green products significantly influences students' intention to purchase reusable water bottles. Prior to students contemplating the acquisition of green products, it is imperative to establish awareness regarding product availability (Yadav & Pathak, 2017). Prior research indicates that the awareness of green products frequently surpasses their commercial availability (Gajdzik et al., 2024). On the realm of green consumerism, the scarcity of green products on campus stores or retail outlets diminishes the probability of adopting sustainable consumption practices. Moreover, restricted availability of green products may convey the perception that the product is less favored and lacks substantial demand (Dangelico et al., 2021). Consequently, enhancing the accessibility of sustainable water bottles at targeted venues such as college cafeterias, convenience stores, and local e-commerce platforms can markedly elevate their attractiveness to environmentally conscious students. Moreover, extensive product distribution and convenient access to reusable water bottles will enhance students' impressions of the product's advantages. Intense distribution facilitates students' access to green products, hence enhancing satisfaction, brand loyalty, and purchase intention (Hu et al., 2023). Within the framework of green consumption, product availability fosters environmental consciousness and establishes conditions conducive to alterations in consumer behavior. If students must invest additional effort in locating green products, they are inclined to choose for more readily available alternatives, such as inexpensive and commonly accessible single-use plastic bottles. Consequently, guaranteeing the accessibility of reusable water bottles across diverse distribution channels, such as retail outlets, online marketplaces, and campus vending machines, may serve as an efficient technique to enhance students' purchasing intentions about green products. Thus, this study posits the subsequent hypotheses:

H2: Green product availability positively and significantly influences the purchase intention among college students.

Green Perceived Value and Purchasing Behavior
Green perceived value is the consumer's comprehensive assessment of its benefits, performance, and sustainability, exemplified by reusable water bottles (Akbar et al., 2014). Green perceived value denotes consumer's evaluations of the advantages derived from utilizing green products in relation to the sacrifices required, like elevated costs or restricted accessibility (Ansu-Mensah, 2021). In Indonesia, green perceived value significantly influences students' inclinations to purchase reusable water bottles as they increasingly prioritize sustainability in their consumption choices. Prior research has established that green perceived value is positively correlated with intentions to purchase green products; specifically, an increase in perceived value enhances the likelihood of students buying the product (Chen & Chang, 2012). Moreover, products with a robust green image might enhance students' confidence in their purchase choices and foster loyalty to sustainable businesses (Sousa et al., 2022).

Furthermore, green perceived value contributes to enhancing purchase intentions and influences post-purchase satisfaction as well as sustainable consuming behavior (Xu et al., 2022). Students who recognize that reusable water bottles offer enduring advantages, like diminished plastic waste and cost-effectiveness, are more inclined to utilize them responsibly (Sharma et al., 2021). The perceived value is affected by external elements such branding, environmental marketing, and the sustainability image of a product (Chen et al., 2021; Luo et al., 2022). Students with heightened environmental consciousness are generally more receptive to green marketing methods that highlight the ecological advantages of the products they utilize. Consequently, to enhance the adoption of reusable water bottles, it is essential for makers and marketers

to emphasize the sustainability features and enduring value of the product to foster favorable impressions among Indonesian students.

H3: Green perceived value availability positively and significantly influences the purchase intention among college students.

Green Perceived Quality and Purchasing Behavior

Green perceived quality significantly influences students' perceptions of reusable water bottles. Green perceived quality denotes the degree to which students evaluate the quality and dependability of green products depending on their environmental characteristics (Gomes et al., 2023). When customers perceive reusable water bottles as superior in quality relative to conventional products—exhibiting enhanced durability, non-toxic materials, and less environmental impact—their intention to purchase typically escalates (Wasaya et al., 2021). Prior research indicates that favorable views of green product quality enhance purchase intentions, foster consumer loyalty, and elevate post-purchase satisfaction (Arasyi & Kusumawati, 2023). Moreover, consumers who are doubtful about environmental assertions typically pursue additional information before to making a purchasing decision (Hoyos-Vallejo et al., 2023). Consequently, product providers must underscore quality attributes, including material durability and environmental impact, to enhance students' confidence in the advantages of reusable water bottles.

Furthermore, the quality of green products affects not only the first purchasing decision but also the long-term happiness and loyalty of students towards the product (Gelderman et al., 2021). Consumers who have a favorable experience purchasing a green product are more inclined to endorse it to others and persist in using it as part of a sustainable lifestyle (Lee & Workman, 2021). External aspects, including brand image, functionality, and user-friendliness, enhance the perception of green product quality (Riva et al., 2022). Moreover, prior research indicates that an increase in perceived product quality correlates with a greater consumer willingness to pay a premium for green products, such as reusable water bottles (Ewe & Tjiptono, 2023). Consequently, enhancing awareness of the quality of green products through green education and marketing can motivate Indonesian students to commit more to selecting sustainable products.

H4: Green perceived quality positively and significantly influences the purchase intention among college students.

RESEARCH METHOD

Measurement Items and Questionnaire Development

This study adapts and alters the measuring indicators utilized in prior research about factors that affect students' inclination to purchase eco-friendly products, particularly reusable water bottles. This study categorizes the antecedent factors into four primary groups: green product awareness, green product availability, green perceived value, and green perceived quality. This study employs indicators previously validated in earlier research to measure variables, comprising: (1) green product awareness with 5 statement items, (2) green product availability with 5 statement items, (3) green perceived value with 4 statement items, (4) green perceived quality with 5 statement items, and (5) intention to purchase green products with 5 statement items (Akbar et al., 2014; Sharma et al., 2013; Wu & Chen, 2014). Consequently, the total number of assessment items in this study comprised 19 statements designed to comprehensively assess all variables. Data collection was conducted utilizing a questionnaire instrument developed with a 7-point Likert scale, enabling respondents to offer a more nuanced and contemplative evaluation of each presented topic. This questionnaire is structured to

facilitate an in-depth analysis of each aspect, aiming to achieve a comprehensive understanding of the elements that motivate students to engage in sustainable consumption of green products, particularly reusable water bottles.

Data Collection and Sample Demographic

This study gathered data via an online survey administered to students from various colleges in Indonesia with expertise in purchasing green products. The questionnaire was disseminated via Google Forms on social media sites including WhatsApp, Facebook, and Gmail, yielding a total of 145 replies. Regarding gender, 51.03% (74 respondents) identified as male, while 48.97% (71 respondents) identified as female. The predominant age group among respondents was 18-25 years, comprising 50.34% (73 respondents), followed by those over 30 years at 43.45% (63 respondents), and the 26-30 years group at 6.21% (9 respondents). The bulk of respondents, 70.34% (102 respondents), held bachelor's degrees, followed by master's degree holders at 17.24% (25 respondents), associate degree graduates at 11.03% (16 respondents), and doctorate degree holders at 1.38% (2 individuals). Regarding participation in a sustainable lifestyle, 46.21% (67 respondents) indicated that they occasionally utilize ecologically friendly products, another 46.21% (67 respondents) consistently employ such products, and 7.59% (11 respondents) infrequently use green products. Awareness of environmental issues indicates that 50.34% (73 respondents) exhibit substantial awareness, 46.90% (68 respondents) demonstrate moderate awareness, and 2.76% (4 respondents) possess low awareness. Regarding the utilization of green products, 49.66% (72 respondents) use them occasionally, 40.69% (59 respondents) consistently use green products, however 9.66% (14 respondents) infrequently utilize green products.

Analysis Technique

This study employs Partial Least Squares-Structural Equation Modeling (PLS-SEM) to analyze the relationships between variables and validate the structural model. This method is suitable for studies with relatively small sample sizes, such as the 145 respondents in this research (Hair et al., 2017), and is effective in assessing complex models involving latent constructs that are not yet widely explored. The analysis was conducted using SmartPLS 4 software, which offers precise model estimation. PLS-SEM involves two main stages: evaluating the measurement model—focusing on construct and discriminant validity to ensure indicators accurately reflect latent variables—and testing hypotheses to examine the proposed relationships. Thus, PLS-SEM provides a robust approach for exploring the interrelationships among variables in this study despite the limited sample size.

RESULTS

Measurement Model Assessment

This study's measurement model was examined in two primary stages to verify the reliability and validity of the used equipment. The initial phase was conducted to evaluate construct validity and discriminant validity, ensuring that each indicator appropriately represents the latent variable. Construct validity was assessed using two primary criteria: factor loadings of ≥ 0.70 and Cronbach's alpha of ≥ 0.70, which are the benchmarks for evaluating the correlation of each indicator with the measured variable (Hair et al., 2017). The outcomes of the construct validity assessment are illustrated in Table 1, which displays the loading factor values and reliability for each variable in the study model.

Table 1. Construct Validity (N =145)

Variables	Indicators	Factor Loadings	Cronbach's Alpha
	GPAW2	0.782	

Green Product Awareness	GPAW3	0.803	0.805
	GPAW4	0.801	
	GPAW5	0.781	
Green Product Availability	GPA1	0.910	0,896
	GPA2	0.962	
	GPA3	0.856	
Green Perceived Value	GPV1	0.881	0.914
	GPV2	0.912	
	GPV3	0.909	
	GPV4	0.863	
Green Perceived Quality	GPQ1	0.921	0.948
	GPQ2	0.952	
	GPQ3	0.933	
	GPQ4	0.940	
	GPQ5	0.802	
Green Purchase Intention	GPI1	0.795	0.857
	GPI2	0.870	
	GPI4	0.825	
	GPI5	0.852	

Note. GPAW1, GPA4, GPA5, GPV5, GPI3 must be eliminated due to the inability to meet the specified criteria.

The second phase in evaluating the measurement model is discriminant validity, which seeks to confirm that each construct in the research model is distinctly differentiated from other constructs. An approach for assessing discriminant validity is the Fornell-Larcker Criterion, which compares the square root of the Average Variance Extracted (AVE) matrix to the correlations across variables in this study. If the square root of the AVE exceeds the correlation between constructs, discriminant validity is considered achieved (Fornell & Larcker, 1981). This study also employs two supplementary indicators to evaluate discriminant validity: a Composite Reliability (CR) value of ≥ 0.70 and an Average Variance Extracted (AVE) value of ≥ 0.50, signifying that the latent variables exhibit strong internal consistency and effectively account for a substantial portion of the variability in the indicators. The findings of the discriminant validity assessment are displayed in Table 2, which illustrates a comparison of AVE values and correlations among constructs within the research model.

Table 2. Discriminant Validity

	AVE	CR	GPAW	GPA	GPV	GPQ	GPI
GPAW	0.627	0.871	0.792				
GPA	0.828	0.935	0.394	0.910			
GPV	0.795	0.939	0.299	0.354	0.892		
GPQ	0.830	0.961	0.396	0.390	0.583	0.911	
GPI	0.699	0.903	0.448	0.275	0.675	0.441	0.836

Structural Model Assessment
The quality of the structural model was assessed by analyzing the structural route coefficients derived from a bootstrapping process involving 5,000 re-samples. This study additionally assessed the predictive capacity of the construct utilizing the R^2 value, following the methodology suggested by Hair et al. (2017). A construct possesses strong predictive power if the R^2 value is ≥ 0.1, signifying that the independent variable largely accounts for the variability of the dependent variable. This study assessed the endogenous construct, yielding a R^2 score of 0.527, signifying that the research model has a strong fit and is viable for implementation.

Figure 1. Structural Model Results
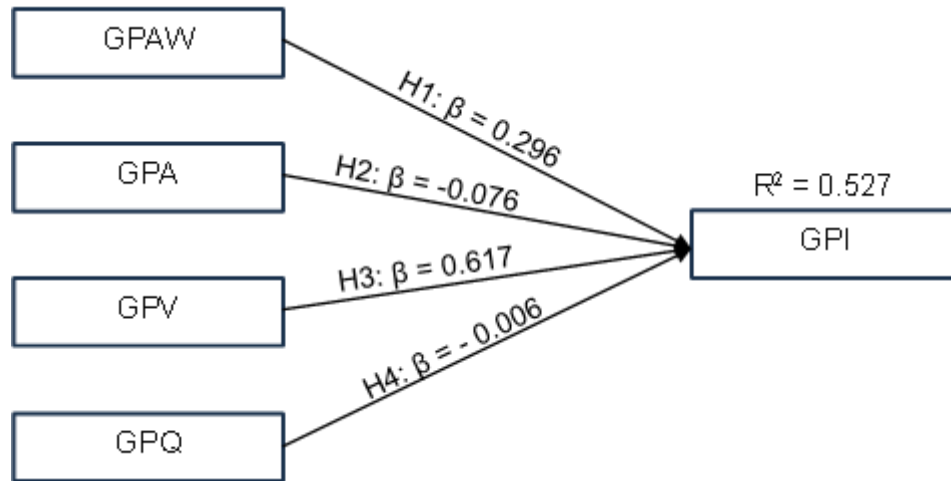
The findings of the structural model test displayed in Table 3 indicate that hypotheses H1 (β = 0.296, p = 0.004) and H3 (β = 0.617, p = 0.000) are accepted, demonstrating that green products awareness and perceived green value exert a positive and significant impact on students' intention to purchase green products, particularly reusable drinking water bottles. This research substantiates that increased student awareness of the significance of environmentally friendly items, along with a heightened perception of their benefits, correlates with a stronger propensity to select and acquire sustainable products. The study results indicate that hypotheses H2 (β = -0.076, p = 0.456) and H4 (β = -0.006, p = 0.956) are rejected, demonstrating that the availability of green items and perceived product quality do not significantly influence students' purchasing intentions. This indicates that despite the availability of high-quality green products in the market, these considerations are insufficient to motivate students to make purchasing decisions.

Table 3. Hypotheses Results

Hypotheses	Path Coefficients	T-Values	P-Values	Decision
GPAW → GPI	0.296	2.887	0.004	Accepted
GPA → GPI	-0.076	0.747	0.455	Rejected
GPV → GPI	0.617	5.753	0.956	Accepted
GPQ → GPI	-0.006	0.005	0.956	Rejected

DISCUSSION

This study highlights that green product awareness and perceived value significantly influence college students' intention to purchase eco-friendly products, particularly reusable water bottles. These findings are consistent with previous studies (Al-serhan et al., 2023; Kim & Lee, 2023; Luan et al., 2022), showing that better understanding of environmental benefits leads to stronger green purchase intentions. Moreover, perceived value plays a key role, as students tend to choose products that offer greater perceived benefits (Ansu-Mensah, 2021). As Kamalanon et al. (2022) suggest, increasing awareness and education around green products can effectively boost sustainable consumption.

However, this study also found that product availability and perceived quality had no significant impact on students' buying decisions. Although previous research (Yadav &

Pathak, 2017) suggests availability can increase purchase intention, students in this study may have had easier access to alternatives that better suited their needs. Additionally, the insignificant influence of perceived quality may be attributed to students' trust in existing green product standards, as noted by Chen and Chang (2012). Therefore, beyond merely increasing product availability, stakeholders should prioritize educational efforts and clear communication about the real benefits of green products to strengthen their appeal and foster sustainable consumption among young consumers.

CONCLUSION

This study examined how awareness, availability, perceived value, and perceived quality of green products influence college students' intention to purchase sustainable items, particularly reusable water bottles. The findings revealed that perceived value and quality have the most significant impact, while product availability and quality alone do not directly affect purchasing decisions. This highlights the importance of raising awareness and educating students about the benefits of green products. Marketers should focus on informative campaigns that promote the environmental advantages of sustainable items, using digital media and student engagement. At the same time, government support through policies like tax incentives, plastic reduction initiatives, and clearer product labeling can encourage greener choices. Overall, this study supports Sustainable Development Goal 12 by showing that a combination of education, marketing, and policy can guide students toward more responsible and eco-friendly consumption habits.

LIMITATION
This study provides valuable insights into green product purchase intentions, especially for reusable water bottles. However, several limitations must be noted. First, the small sample size (145 respondents) may limit the generalizability of the findings. Second, the focus on college students—who have limited purchasing power—may not reflect broader consumer behavior. Third, the study only examined reusable water bottles, excluding other sustainable products relevant to students, such as eco-friendly stationery or recycled clothing. Fourth, using a cross-sectional approach means it did not capture changes in behavior over time. Future research should involve larger and more diverse samples, explore various green products, and consider a longitudinal design to better understand shifts in green consumption. This will help support efforts toward achieving SDG 12: Responsible Consumption and Production.

ACKNOWLEDGMENT

DECLARATION OF CONFLICTING INTERESTS
The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

REFERENCES

Akbar, W., Hassan, S., Khurshid, S., Niaz, M., & Rizwan, M. (2014). Antecedents affecting customer's purchase intentions towards green products. *Journal of Sociological Research, 5*(1), 273–289. https://doi.org/10.5296/jsr.v5i1.6566

Al-serhan, A. F., Al-Qasem, M. M., Mohammad, A., Khodeer, S. M., Aldaihani, F., Al-Adamat, A. M., Al-Hawary, S. I. S., & Al-Fakeh, F. A. (2023). Effect of customers green consciousness on customers purchase intention: A field study on green technology (home appliances). In R. El Khoury & N. Nasrallah (Eds.), *Emerging*

trends and innovation in business and finance (pp. 273–284). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-6101-6_19

Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students': An emerging market's perspective. *Future Business Journal, 7*(1), 1–13. https://doi.org/10.1186/s43093-021-00094-5

Arasyi, J. F., & Kusumawati, N. (2023). Investigating the determinants of green loyalty: Understanding factors influencing customer commitment to sustainable brands in Indonesia. *Journal of Consumer Studies and Applied Marketing, 1*(2), 157–165. https://doi.org/10.58229/jcsam.v1i2.105

Chen, L., Qie, K., Memon, H., & Yesuf, H. M. (2021). The empirical analysis of green innovation for fashion brands, perceived value and green purchase intention—Mediating and moderating effects. *Sustainability, 13*(8), 4238. https://doi.org/10.3390/su13084238

Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *(Publication source missing—please provide complete citation for APA formatting)*

Chen, Y., & Chang, C. (2012). Enhance green purchase intentions. *Management Decision, 50*(3), 502–520. https://doi.org/10.1108/00251741211216250

Dangelico, R. M., Nonino, F., & Pompei, A. (2021). Which are the determinants of green purchase behaviour? A study of Italian consumers. *Business Strategy and the Environment, 30*(5), 2600–2620. https://doi.org/10.1002/bse.2766

Dönmez, R. Ö., & Yardımcı, E. (2024). Environmental awareness and sustainable consumption behaviours of Turkish nursing students. *PeerJ, 12*, e17366. https://doi.org/10.7717/peerj.17366

Ewe, S. Y., & Tjiptono, F. (2023). Green behavior among Gen Z consumers in an emerging market: Eco-friendly versus non-eco-friendly products. *Young Consumers, 24*(2), 234–252. https://doi.org/10.1108/YC-06-2022-1533

Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50.

Gajdzik, B., Bartuś, K., Jaciow, M., Wolniak, R., Wolny, R., & Grebski, W. W. (2024). Evolution of Polish e-consumers' environmental awareness and purchasing behavior over ten years. *Sustainability, 16*(11), 14686. https://doi.org/10.3390/su16114686

Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment, 30*(4), 2061–2076. https://doi.org/10.1002/bse.2732

Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production, 390*, 136092. https://doi.org/10.1016/j.jclepro.2023.136092

Hair, J. F., Hollingsworth, C. L., Randolph, A. B., Yee, A., & Chong, L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *(Journal name missing—please complete for proper APA formatting)* https://doi.org/10.1108/IMDS-04-2016-0130

Hoyos-Vallejo, C. A., Carrión-Bósquez, N. G., & Ortiz-Regalado, O. (2023). The influence of skepticism on the university millennials' organic food product purchase intention. *British Food Journal, 125*(10), 3800–3816. https://doi.org/10.1108/BFJ-02-2023-0093

Hu, H., Cao, Y., Yi, D., & Li, Q. (2023). How to distribute green products in competition with brown products? Direct selling versus agent selling? *Sustainability, 15*(14), 10961. https://doi.org/10.3390/su151410961

Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability, 14*(2), 10689. https://doi.org/10.3390/su14020689

Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health, 20*(7), 5312. https://doi.org/10.3390/ijerph20075312

Lee, S.-H., & Workman, J. E. (2021). Trendsetting and gender matter: Brand loyalty, perceived quality, and word-of-mouth. *Journal of Global Fashion Marketing, 12*(1), 16–31. https://doi.org/10.1080/20932685.2020.1835523

Luan, N. T., Nguyen, T. L., Huynh, M. K., Ho, N. N., Le, B. T., Doan, H. T., & Huynh, M. K. (2022). Factors affecting environmental consciousness on green purchase intention: An empirical study of Generation Z in Vietnam. *Journal of Asian Finance, 9*(1), 333–343. https://doi.org/10.13106/jafeb.2022.vol9.no1.0333

Luo, B., Li, L., & Sun, Y. (2022). Understanding the influence of consumers' perceived value on energy-saving products purchase intention. *Frontiers in Psychology, 12*, 640376. https://doi.org/10.3389/fpsyg.2021.640376

Mahmoud, M. A., Tsetse, E. K. K., Tulasi, E. E., & Muddey, D. K. (2022). Green packaging, environmental awareness, willingness to pay and consumers' purchase decisions. *Sustainability, 14*(23), 16091. https://doi.org/10.3390/su142316091

Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production, 132*, 215–228. https://doi.org/10.1016/j.jclepro.2015.02.067

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies, 31*(4), 404–409. https://doi.org/10.1111/j.1470-6431.2007.00586.x

Nguyen, T. N., Lobo, A., & Greenland, S. (2016). Pro-environmental purchase behaviour: The role of consumers' biospheric values. *Journal of Retailing and Consumer Services, 33*, 98–108. https://doi.org/10.1016/j.jretconser.2016.08.010

Nguyen, T. N., Lobo, A., & Greenland, S. (2017). The influence of cultural values on green purchase behaviour. *Marketing Intelligence & Planning, 35*(4), 377–396.

Prieto-Sandoval, V., Torres-Guevara, L. E., & García-Díaz, C. (2022). Green marketing innovation: Opportunities from an environmental education analysis in young consumers. *Journal of Cleaner Production, 363*, 132509. https://doi.org/10.1016/j.jclepro.2022.132509

Rahbar, E., & Abdul Wahid, N. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series, 12*(2), 73–83. https://doi.org/10.1108/17515631111114877

Riva, F., Magrizos, S., Rubel, M. R. B., & Rizomyliotis, I. (2022). Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality. *Business Strategy and the Environment, 31*(7), 2807–2819. https://doi.org/10.1002/bse.3048

Sharma, H. B., Vanapalli, K. R., Samal, B., Cheela, V. R. S., Dubey, B. K., & Bhattacharya, J. (2021). Circular economy approach in solid waste management system to achieve UN-SDGs: Solutions for post-COVID recovery. *Science of the Total Environment, 800*, 149605. https://doi.org/10.1016/j.scitotenv.2021.149605

Sharma, R., & Jha, M. (2017). Values influencing sustainable consumption behaviour: Exploring the contextual relationship. *Journal of Business Research, 76*, 77–88. https://doi.org/10.1016/j.jbusres.2017.03.010

Sharma, V., Sonwalkar, J., & Kapse, M. (2013). Consumer purchase behaviour for green products. *International Journal of Economics and Business Administration, 1*(4), 50–65. https://doi.org/10.35808/ijeba/25

Sousa, S., Correia, E., Viseu, C., & Larguinho, M. (2022). Analysing the influence of companies' green communication in college students' green purchase behaviour: An application of the extended theory of planned behaviour model. *Administrative Sciences, 12*(3), 86. https://doi.org/10.3390/admsci12030080

Wahid, N. A., Rahbar, E., & Shwu Shyan, T. (2011). Green purchase behavior of Penang volunteers. *International Business Management, 5*(1), 38–49.

Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021). Impact of green trust and green perceived quality on green purchase intentions: A moderation study. *Environment, Development and Sustainability, 23*(9), 13418–13435. https://doi.org/10.1007/s10668-020-01219-6

Wu, S.-I., & Chen, Y.-J. (2014). The impact of green marketing and perceived innovation on purchase intention for green products. *International Journal of Marketing Studies, 6*(5), 81–100. https://doi.org/10.5539/ijms.v6n5p81

Xu, A., Wei, C., Zheng, M., Sun, L., & Tang, D. (2022). Influence of perceived value on repurchase intention of green agricultural products: From the perspective of multi-group analysis. *Sustainability, 14*(22), 15451. https://doi.org/10.3390/su142215451

Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economics, 134*, 114–122. https://doi.org/10.1016/j.ecolecon.2016.12.019

Zameer, H., & Yasmeen, H. (2022). Green innovation and environmental awareness driven green purchase intentions. *Marketing Intelligence & Planning, 40*(5), 624–638. https://doi.org/10.1108/MIP-12-2021-0457

ABOUT THE AUTHOR(S)

1st Author
Hendra Sakti Putra Siagian is a lecturer in the Digital Business Study Program at Universitas Satya Terra Bhinneka. He holds a Master's degree in Management (Magister Manajemen) from Universitas Muhammadiyah Sumatera Utara, completed in 2021, and a Bachelor's degree from the same university in 2019. Currently, he serves as an Asisten Ahli (Assistant Expert) and is a permanent faculty member (Dosen Tetap) actively involved in academic activities. His research interests include experiential marketing, customer value, and digital business innovation.
Email: hendrasiagian@satyaterrabhinneka.ac.id
ORCID ID: https://orcid.org/0009-0002-5911-5120

2nd Author
Hazmanan Khair is a senior lecturer in the Management Study Program at Universitas Muhammadiyah Sumatera Utara. He earned his Doctor of Philosophy from Universiti Sains Malaysia in 2018, preceded by a Master of Business Administration from Universiti Kebangsaan Malaysia in 2001, and a Bachelor's degree in Economics from Universitas Sumatera Utara in 1997. Currently holding the functional academic position of Lektor (Lecturer), he is a permanent and active faculty member. His academic interests span across public finance, budgeting systems, and strategic management.

3rd Author
Jufrizen is a Professor in the Management Study Program at Universitas Muhammadiyah Sumatera Utara. He earned his Doctorate (Dr.) and Master of Science (M.Si.) degrees from Universitas Sumatera Utara in 2016 and 2006, respectively, and his Bachelor of Economics degree from Universitas Muhammadiyah Sumatera Utara in 1998. As a full professor and permanent faculty member, he remains actively involved in research,

particularly in the areas of organizational performance, talent management, and human resource development.

4th Author
Satria Tirtayasa is an Associate Professor (Lektor Kepala) in the Management Study Program at Universitas Muhammadiyah Sumatera Utara. He completed his Doctor of Philosophy at Universiti Sains Malaysia in 2003, earned a Master of Management degree from Universitas Gadjah Mada in 1997, and obtained his Bachelor's degree in Engineering from Universitas Islam Bandung in 1993. As a senior and active permanent lecturer, his research interests focus on regional development, public budgeting, and competitiveness of small and medium enterprises (SMEs).

5th Author
Muhammad Rahmat is a lecturer in the Law Study Program at Universitas Muslim Nusantara Al-Washliyah. He holds a Master of Science degree from Universitas Sumatera Utara, completed in 2017, and a Bachelor's degree in Islamic Education from Universitas Al-Washliyah in 2012. Currently serving as a Lektor and a permanent faculty member, he is actively engaged in teaching and research. His research interests include organizational behavior, public policy, and Islamic-based service quality.