

The Influence of Green Marketing, Environmental Awareness, and Consumer Value on Sustainable Purchase Intentions

Harimurti Wulandjani¹, Deni Adha Akbari², Arniwita³, Siska Mayratih⁴, Nining Purwaningsih⁵,
Eko Sudarmanto⁶

¹Universitas Pancasila

²Universitas Muhammadiyah Prof. Dr. Hamka

³Universitas Muhammadiyah Jambi

⁴⁻⁶Universitas Muhammadiyah Tangerang

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ABSTRACT

This study examines the influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions in Indonesia. Using a quantitative approach with a sample size of 150 respondents, data were collected via a Likert scale (1-5) and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) software. The findings reveal that all three constructs significantly and positively influence sustainable purchasing intentions, with environmental awareness emerging as the strongest determinant. Green marketing initiatives effectively enhance consumer trust, while consumer values play a critical role in aligning ethical consumption with purchasing behaviors. The study underscores the importance of integrating environmental awareness campaigns and value-driven marketing strategies to promote sustainable consumption in Indonesia. Recommendations for businesses and policymakers are provided to further advance sustainable practices in the region.

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Corresponding Author:

Name: Harimurti Wulandjani

Institution: Universitas Pancasila

e-mail: harimurtiwulandjani@univpancasila.ac.id

1. INTRODUCTION

Sustainability has become a critical concern in the modern business environment as global challenges related to environmental degradation, climate change, and resource scarcity intensify. Consumers are increasingly adopting behaviors that align with sustainable practices, creating a significant shift in market dynamics. In this context, businesses in Indonesia are exploring innovative strategies, such as green marketing, to address the demand for environmentally responsible products and

services [1], [2]. Green marketing involves promoting products and services based on their environmental benefits, often highlighting sustainable production practices, eco-friendly packaging, and reduced carbon footprints [3]. This strategy not only aligns with the growing consumer preference for sustainability but also enhances brand reputation and competitiveness.

Environmental awareness is another key factor influencing consumer behavior, as individuals are becoming more conscious of the ecological impact of their choices. Education campaigns, media coverage, and

global environmental movements have contributed to increased awareness of issues such as pollution, deforestation, and biodiversity loss [4]–[6]. In Indonesia, the emphasis on environmental awareness is particularly relevant due to the country's rich biodiversity and its vulnerability to climate change and environmental degradation [6]. This awareness drives consumers to make purchasing decisions that align with their ecological values and contribute to sustainability.

Consumer values, including ethical considerations, social responsibility, and long-term well-being, also play a pivotal role in shaping purchasing intentions. These values often serve as a guiding framework for individuals when evaluating the environmental and social implications of their consumption patterns. In Indonesia, cultural and religious beliefs further influence consumer values, providing unique insights into the motivations behind sustainable purchasing behavior.

Sustainability has become a pressing global priority as environmental challenges such as climate change, resource depletion, and pollution continue to escalate. In Indonesia, these issues are particularly urgent due to the nation's vulnerability to natural disasters, deforestation, and marine pollution, which threaten both ecological balance and human livelihoods [7], [8]. The rise of eco-conscious consumerism presents a significant opportunity for businesses to contribute to sustainability by aligning their practices with environmentally responsible values. However, despite this growing trend, the adoption of sustainable purchasing behaviors remains inconsistent, underscoring the need for strategies that effectively influence consumer intentions.

While green marketing, environmental awareness, and consumer values are widely acknowledged as critical drivers of sustainable purchasing behavior, their interplay in the Indonesian context remains underexplored. Businesses struggle to design marketing campaigns that resonate with eco-conscious consumers, and policymakers lack robust insights into how

environmental awareness translates into actionable purchasing decisions. Additionally, the role of consumer values in shaping sustainable purchasing intentions is often overlooked, creating a knowledge gap that hinders the development of comprehensive sustainability strategies. Without a clear understanding of these factors, efforts to promote sustainable consumption in Indonesia risk being ineffective or misaligned with consumer priorities.

This study aims to investigate the influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions in Indonesia.

- 1) Assess the impact of green marketing strategies on sustainable purchasing intentions.
- 2) Evaluate the role of environmental awareness in shaping consumer decisions.
- 3) Examine how consumer values, including ethical and social considerations, influence sustainable purchasing behavior.
- 4) The ultimate goal is to provide actionable insights for businesses, policymakers, and stakeholders to foster a more sustainable marketplace in Indonesia.

2. LITERATURE REVIEW

2.1 Green Marketing

Green marketing refers to the practice of developing and promoting products or services with environmental benefits, involving strategies such as eco-labeling, sustainable packaging, and advertising that emphasize environmental responsibility. According to [9], [10], green marketing encompasses product modification, changes to production processes, and eco-conscious positioning to meet the growing demand for sustainability. Studies have shown that green marketing positively influences consumer behavior by enhancing brand trust and perceived value [11], [12]. In the Indonesian market, green marketing holds significant

potential due to increasing environmental awareness among consumers. However, challenges such as greenwashing—where companies falsely claim environmental benefits—can undermine its effectiveness. Scholars emphasize the need for authenticity and transparency in green marketing efforts to build credibility and long-term consumer loyalty [13], [14].

2.2 Environmental Awareness

Environmental awareness refers to the understanding and concern individuals have regarding ecological issues and their willingness to take action to address them. It is a critical driver of sustainable consumption patterns, as consumers with higher awareness are more likely to adopt environmentally friendly behaviors [15]–[17]. Shaped by education, media exposure, and societal movements, environmental awareness raises concerns about issues such as climate change, pollution, and resource depletion. Empirical studies have established a strong relationship between environmental awareness and sustainable purchasing intentions [18], [19]. In Indonesia, the rise of initiatives such as plastic reduction campaigns and tree-planting movements has increased public consciousness of environmental issues. Nevertheless, translating awareness into actionable behavior remains a challenge due to factors such as limited access to sustainable products and cost considerations.

2.3 Consumer Values

Consumer values represent the principles and beliefs that guide individuals' purchasing decisions, often encompassing ethical considerations, social responsibility, and long-term well-being [20], [21]. Research suggests that consumers who prioritize values such as fairness, sustainability, and eco-consciousness are more likely to support green products and services [1], [22]. In the Indonesian context, cultural and religious factors significantly influence consumer values, creating unique dynamics in purchasing behavior. For example, Islamic principles, which emphasize environmental stewardship, align closely with the values underpinning sustainable consumption. Moreover, collectivist cultural norms in

Indonesia often prioritize community well-being over individual preferences, further supporting the adoption of sustainable behaviors [17], [23].

2.4 Sustainable Purchasing Intentions

Sustainable purchasing intentions refer to the likelihood of consumers choosing products or services that minimize environmental impact, influenced by a combination of external factors such as green marketing and environmental awareness, and internal factors such as personal values and attitudes. The Theory of Planned Behavior [24] provides a theoretical framework for understanding how attitudes, subjective norms, and perceived behavioral control shape purchasing intentions. Previous studies highlight that consumer with strong environmental awareness and values are more inclined to make sustainable purchasing decisions [1], [25], [26]. However, external barriers such as price premiums, limited availability, and lack of information about sustainable products can hinder the translation of intentions into behavior. In Indonesia, addressing these barriers is essential for fostering a robust market for sustainable goods and services.

2.5 Research Gap

Although significant research exists on green marketing, environmental awareness, and consumer values, there is limited understanding of how these factors interact in the Indonesian context. Most studies have focused on developed markets, where consumer behavior and market dynamics differ significantly from those in emerging economies. Additionally, the influence of cultural and social factors unique to Indonesia remains underexplored. By addressing these gaps, this study aims to contribute to the growing body of knowledge on sustainable consumption in Indonesia and provide actionable insights for stakeholders.

3. METHODS

3.1 Research Design

This study adopts a quantitative research design to examine the relationships among green marketing, environmental

awareness, consumer values, and sustainable purchasing intentions. A structured questionnaire was employed to collect data from participants, and the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to evaluate the hypothesized relationships between variables.

3.2 Population and Sample

The population for this study consists of consumers in Indonesia who are aware of and potentially influenced by environmental issues in their purchasing decisions. A purposive sampling technique was used to select respondents who had experience or familiarity with purchasing products promoted as environmentally friendly.

The sample size for this study is 150 respondents, which meets the minimum threshold for SEM-PLS analysis. According to Hair et al. (2011), a sample size of at least 10 times the number of indicators for the most complex construct in the model is sufficient for reliable results. This sample size ensures adequate statistical power and generalizability of the findings.

3.3 Data Collection Procedures

Data were collected through an online survey distributed to participants across various regions in Indonesia. The survey consisted of structured questions designed to measure perceptions of green marketing, environmental awareness, consumer values, and sustainable purchasing intentions. Respondents were asked to rate their agreement with each statement using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

To ensure the validity and reliability of the questionnaire, a pilot test was conducted with 20 participants prior to the full survey. Feedback from the pilot test was used to refine the questionnaire for clarity and consistency.

3.4 Data Analysis

The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 3 software, chosen for its ability to handle complex models with multiple constructs and its suitability for exploratory research with small to medium sample sizes. The analysis involved two main steps: first, the Measurement Model Assessment, which evaluated the reliability and validity of constructs using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE), with indicators having factor loadings below 0.7 removed to improve model fit. Second, the Structural Model Assessment, which tested the hypothesized relationships between variables by examining path coefficients, t-statistics, and R^2 values, where hypotheses were considered significant if the t-statistic exceeded 1.96 at a 95% confidence level.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile

The demographic profile of the 150 respondents is summarized below, providing insights into their gender, age, education level, and monthly income.

Table 1: Demographic Profile of Respondents

Category	Sub-category	Frequency	Percentage (%)
Gender	Male	67	44.7%
	Female	83	55.3%
Age Group	18–24 years	38	25.3%
	25–34 years	90	60.0%
	35+ years	22	14.7%
Education Level	High School	45	30.0%
	Bachelor's Degree	92	61.3%
	Postgraduate Degree	13	8.7%
Monthly Income (IDR)	< 5,000,000	40	26.7%
	5,000,000–10,000,000	65	43.3%

	> 10,000,000	45	30.0%
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The sample consists of 44.7% male and 55.3% female respondents, indicating a slightly higher participation rate among females. In terms of age distribution, the majority (60.0%) fall within the 25–34 age group, followed by 18–24 years (25.3%) and those aged 35 years or older (14.7%). Regarding education level, most respondents (61.3%) hold a bachelor's degree, while 30.0% have a high school diploma and 8.7% possess postgraduate degrees. In terms of monthly income, the largest group (43.3%) earns between IDR 5,000,000 and IDR 10,000,000, while 26.7% earn less than IDR 5,000,000, and

30.0% earn above IDR 10,000,000. These demographic characteristics provide a diverse sample suitable for examining the influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions in Indonesia.

4.2 Measurement Model Results

The measurement model was assessed to ensure the reliability and validity of the constructs. The results are presented in terms of internal consistency (Cronbach's alpha, composite reliability), convergent validity (AVE), and discriminant validity.

Table 2: Measurement Model Results

Construct	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability (CR)	AVE
Green Marketing (GM)	GM1	0.821	0.846	0.892	0.677
	GM2	0.854			
	GM3	0.776			
Environmental Awareness (EA)	EA1	0.881	0.864	0.907	0.723
	EA2	0.821			
	EA3	0.795			
Consumer Values (CV)	CV1	0.817	0.831	0.882	0.656
	CV2	0.847			
	CV3	0.732			
Sustainable Purchasing Intentions (SPI)	SPI1	0.877	0.851	0.917	0.733
	SPI2	0.902			
	SPI3	0.796			

The results indicate strong measurement reliability and validity across all constructs. Internal consistency reliability was confirmed, as all constructs exhibited high reliability, with Cronbach's alpha values exceeding 0.70 and composite reliability (CR) values ranging from 0.88 to 0.91, demonstrating excellent internal consistency. Convergent validity was supported, with average variance extracted (AVE) values above 0.50 for all constructs. Factor loadings further reinforced the reliability of each measurement item, as all individual indicators showed loadings above 0.70.

Discriminant validity was established using the Fornell-Larcker criterion, where the square root of each construct's AVE exceeded its correlations with other constructs, ensuring that each construct was distinct from the others.

4.3 Structural Model Results

The structural model was evaluated to test the hypothesized relationships among the constructs. The assessment focused on path coefficients, t-statistics, p-values, and the coefficient of determination (R^2). Bootstrapping with 5,000 samples was used to assess the significance of the path coefficients.

Table 3: Structural Model Results

Hypothesis	OS	t-Statistic	p-Value	Result
H1: Green Marketing → Sustainable Purchasing Intentions	0.354	4.126	< 0.001	Supported
H2: Environmental Awareness → Sustainable Purchasing Intentions	0.421	5.281	< 0.001	Supported
H3: Consumer Values → Sustainable Purchasing Intentions	0.298	3.676	< 0.001	Supported

The hypothesis testing results confirm the significant influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions. H1 indicates that green marketing has a significant positive effect on sustainable purchasing intentions ($\beta = 0.35$, $t = 4.12$, $p < 0.001$). H2 reveals that environmental awareness has the strongest positive impact

($\beta = 0.42$, $t = 5.28$, $p < 0.001$), highlighting its crucial role in shaping consumer behavior. H3 demonstrates that consumer values also significantly influence sustainable purchasing intentions ($\beta = 0.29$, $t = 3.67$, $p < 0.001$), further emphasizing the importance of ethical and sustainability-driven decision-making in consumer purchases.

Table 4: Model Fit and Predictive Power

Indicator	Value	Threshold	Interpretation
Coefficient of Determination (R^2)	0.64	≥ 0.26 (Substantial)	Strong predictive power
Q^2 (Predictive Relevance)	0.53	> 0.00	High predictive relevance
SRMR (Standardized Root Mean Square Residual)	0.048	≤ 0.08	Good model fit

The results indicate a strong model fit and high predictive power. The R^2 value of 0.64 suggests that 64% of the variance in Sustainable Purchasing Intentions is explained by Green Marketing, Environmental Awareness, and Consumer Values, highlighting the model's robustness. Additionally, the Q^2 value of 0.53 confirms high predictive relevance, indicating that the model effectively predicts sustainable purchasing behavior. Furthermore, the SRMR value of 0.048 demonstrates an excellent fit for the structural model, reinforcing its validity and reliability in explaining the factors influencing sustainable purchasing intentions.

4.4 Discussion

This study examined the influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions in Indonesia. The results offer valuable insights into the factors

driving sustainable consumption behaviors and provide practical implications for businesses and policymakers.

The findings reveal a significant positive relationship between green marketing and sustainable purchasing intentions. This result emphasizes the importance of marketing efforts that communicate environmental benefits effectively. Consumers are more likely to make sustainable purchasing decisions when they perceive the brand's green initiatives as authentic and beneficial to the environment. This aligns with previous research suggesting that green marketing strategies, such as eco-friendly packaging, sustainable sourcing, and transparent communication, can enhance consumer trust and engagement [26], [27]. Companies operating in Indonesia should prioritize integrating sustainability into their marketing practices to attract environmentally conscious consumers.

Environmental awareness emerged as the most influential factor in this study. This finding underscores the critical role of consumer education and awareness in driving sustainable behaviors. When individuals are more informed about environmental issues, such as climate change, deforestation, and pollution, they are more likely to adopt sustainable purchasing practices. The strong influence of environmental awareness suggests that campaigns focused on environmental education could significantly impact consumer behavior [27], [28]. Collaborations between government agencies, non-governmental organizations, and businesses to promote eco-awareness could further amplify this effect.

Consumer values also significantly influence sustainable purchasing intentions. Values such as environmental stewardship, social responsibility, and ethical consumerism are critical drivers of sustainable consumption. Consumers who prioritize these values tend to align their purchasing behaviors with their personal beliefs. For businesses, this indicates the importance of aligning corporate values with those of their target audience. Companies that demonstrate commitment to ethical practices, sustainability, and corporate social responsibility can build stronger relationships with value-driven consumers.

Implications for Businesses and Policymakers

The findings provide actionable insights for businesses and policymakers:

- 1) Focus on developing comprehensive green marketing strategies that emphasize environmental benefits and long-term sustainability.
- 2) Incorporate sustainable practices into product development, supply chain management, and communication to resonate with environmentally aware consumers.
- 3) Promote environmental awareness through public campaigns and educational initiatives.
- 4) Encourage businesses to adopt sustainable practices through incentives, certifications, and stricter

regulations on unsustainable practices.

This study contributes to the growing body of knowledge on sustainable consumer behavior by demonstrating the interconnectedness of green marketing, environmental awareness, and consumer values in shaping sustainable purchasing intentions in Indonesia. While prior studies have explored these factors individually, this research integrates them into a cohesive model, highlighting their combined impact.

Limitations and Future Research

While the findings provide valuable insights, there are limitations to consider. First, the study relied on self-reported data, which may be subject to social desirability bias. Future research could incorporate observational or experimental methods to validate the findings. Additionally, the study focused on Indonesia, limiting the generalizability of the results. Comparative studies across different cultural and economic contexts could further enrich the understanding of sustainable consumer behavior.

5. CONCLUSION

This study underscores the significant influence of green marketing, environmental awareness, and consumer values on sustainable purchasing intentions in Indonesia. Among these, environmental awareness emerged as the most influential factor, highlighting the critical role of educating and engaging consumers about environmental issues. Green marketing and consumer values also significantly contribute, demonstrating the importance of aligning marketing strategies and corporate practices with consumers' ethical and environmental priorities.

For businesses, the results emphasize the need to integrate sustainability into their marketing and operational strategies. Transparency, eco-friendly practices, and alignment with consumer values are essential to building trust and fostering sustainable purchasing behaviors. Policymakers are encouraged to support these efforts through

educational campaigns, incentives for sustainable business practices, and regulations that promote environmental protection.

This research contributes to the literature on sustainable consumer behavior by demonstrating the interconnected roles of green marketing, environmental awareness, and consumer values. Future studies could

explore cross-cultural comparisons or incorporate additional factors, such as technological adoption or financial incentives, to deepen understanding. Ultimately, fostering sustainable purchasing intentions requires collaborative efforts from businesses, policymakers, and society at large to achieve long-term environmental and economic benefits.

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