

## **Effect of Environmental Attitude and Environmental Awareness Help Green Advertising and Eco-Label to Influence Green Purchasing Behavior of Organic Products**

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### **ABSTRACT**

The rising concern for environmental sustainability has influenced a shift in societal perspectives, thereby creating demand for businesses to develop organic products as a means of addressing various environmental issues. This study aimed to apply the Theory of Planned Behavior (TPB) to determine the influence of environmental attitude, environmental awareness, green advertising, and eco-labels on green purchasing behavior. Data were collected through a questionnaire survey involving 117 respondents in Jakarta, Indonesia. The empirical findings showed that environmental attitude and eco-labels significantly positively affected green purchasing behavior. While green advertising did not directly affect green purchasing behavior, it significantly influenced environmental attitude and environmental awareness. Environmental awareness did not have a significant direct effect on green purchasing behavior. All supported hypotheses are confirmed.

**Keywords:** Eco-label; Green Advertising; Environmental Attitude; Environmental Awareness Theory of Planned Behavior.

### **1. Introduction**

The global trend toward environmental friendly products is largely driven by growing environmental issues and increasing consumer awareness about health and sustainability (Teng & Wang, 2015). Environmental issues have become a very important issue in this era of globalization. The environmental damage that occurs is getting worse and has heightened public awareness, such as illegal deforestation, air pollution, and water contamination from industrial waste becomes a major problem because it starts to lead to a decline in the quality of the earth (Paramita & Kerti Yasa, 2015).

These environmental issues impacted a surge in public awareness and also the effects caused by chemicals such as pesticides, chemical fertilizers and genetic engineering products used to increase agricultural production, which has changed people's consumption patterns or lifestyles to become more selective and wise in choosing the products they will consume (Teng & Wang, 2015).

Developed countries such as the United States, the European Union, and China dominate the global organic market while in developing countries like Indonesia, the interest in organic products is increasing but still relatively low in actual consumption (Firman & Wahyudi, 2020). Consumers often refrain from purchasing organic food due to several factors, including high prices, affordability, and limited accessibility.

Although some Indonesian consumers, especially in Jakarta, are willing to pay more for organic products due to health concerns, the overall market penetration is still limited (Suharjo et al., 2016). This condition creates a gap between positive attitudes toward organic products and purchasing behavior (Costa et al., 2021). Therefore, marketers must understand consumer behavior more deeply to encourage green consumption (Paul et al., 2016).

Green marketing tools such as green advertising and eco-labels are considered effective in improving consumer awareness and directing purchase decisions (Couchuyt & Van Looy, 2021). Eco-labels convey a product's environmental benefits directly on the packaging,

while green advertising highlights a brand's sustainability commitment (Rizwan et al., 2013). These tools may influence green purchase behavior (GPB) by shaping environmental attitudes and awareness (Carrión-Bósquez et al., 2024).

The present study will consider the influence of green advertising and eco-labels mediated by consumers' environmental attitudes and environmental awareness in predicting green purchasing behaviors. As a phenomenon in consumer behavior, organic products still demand deeper investigation to establish consumer trust and perceived legitimacy. Thus, green advertising and eco-labels are important for marketers to grasp when developing effective communication strategies. The objective of this research is to examine the effects of these predictor that green advertising and eco-labels affect green purchasing behaviors through the mediating roles of environmental attitude and environmental awareness.

This study is based on the Theory of Planned Behavior (TPB), which states that behavior is influenced by intention, shaped through attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Environmental attitude and environmental awareness represent internal factors, while green advertising and eco-label serve as external cues that shape consumer beliefs and influence green purchasing behavior. TPB supports the idea that both psychological and promotional variables jointly determine consumers' sustainable purchasing decisions.

### **Environmental Attitude**

Environmental attitude (EAT) reflects an individual's favorable assessment of behaviors essential for protecting the environment from negative impacts. Environmental attitude can serve as a potential indicator of green purchasing behavior and may act as a central point in the dynamic cycle of consumer decision-making. Research has shown that individuals with a strong concern for the environment tend to demonstrate a significantly positive influence on their intention to purchase green products (Saraswaty & Suprapti, 2015). This finding is supported by further studies indicating that consumers' environmental awareness has a significant positive impact on their green purchasing intentions (Alhally, 2020). Similarly, another study revealed that environmental concern significantly and positively affects consumers' intention to buy green products (Ko et al., 2012). Based on the above, this research proposes the following hypothesis:

H1: There is a positive relationship between Environmental Attitude and Green Purchasing Behavior.

### **Environmental Awareness**

Environmental awareness (EAW) reflects the consumer's understanding of environmental issues and their efforts to solve those problems (Alhally, 2020). Research has shown that environmental knowledge has a significantly positive influence on the intention to purchase green products (Tanaya, 2016). A study found that information about the environment held by consumers can strongly impact their expectations to buy eco-friendly products (Suwarso & Wulandari, 2015). This is further supported by findings indicating that environmental awareness significantly and positively affects green purchase behavior (Carrión-Bósquez et al., 2024). However, these results contrast with another study which found a little evidence on influence of environmental knowledge on green purchase behavior (Malik et al., 2019). Based on the above, this research proposes the following hypothesis:

H2: There is a positive relationship between Environmental Awareness and Green Purchasing Behavior.

### Green Advertising

One of the main objectives of green advertising (GA) is to shape consumers' purchasing behavior by encouraging them to make choices that minimize environmental harm and by highlighting the positive outcomes of their behavior for both themselves and the environment (Chen & Chang, 2012). Continuous promotion through green advertising increases consumer knowledge and information, which influences their intention to make green-related purchase decisions (Chen & Chang, 2012).

Research has demonstrated that green advertising has a significant and positive impact on green purchasing behavior by focusing on environmentally conscious messages that marketers use to engage consumers and influence their buying decisions (Haghjou et al., 2013). Another study confirmed that the strategic application of green advertising positively affects consumer behavior related to purchasing intentions (Alamsyah et al., 2020). Likewise, findings revealed that green advertising plays an important role in enhancing purchase intention, contributing meaningfully to consumer decision-making (Arshad et al., 2014).

In addition, media has been identified as an effective instrument for creating consumer awareness, with increased purchasing intentions occurring in contexts where green advertising is strongly emphasized (Arshad et al., 2014). Supporting this, research showed that green advertising significantly improves consumer awareness by informing and educating audiences on environmental concerns (Alamsyah et al., 2020). Another study also highlighted the positive and significant effect of green advertising on environmental awareness, emphasizing its role in communicating environmental messages and elevating public consciousness (Rahmi et al., 2017).

H3: There is a positive relationship between Green Advertising and Green Purchasing Behavior.

H3a: There is a positive relationship between Green Advertising and Environmental Attitude.

H3b: There is a positive relationship between Green Advertising and Environmental Awareness.

### Eco-Label

Changes in consumer behavior have driven producers to develop certified eco-labeled products, helping them boost competitiveness in both domestic and global markets. Eco-label (EL) serves as logo or statement that deliver accurate, verifiable, and non-misleading environmental information about a product, its components, or its packaging (Hakim, 2017). When consumers see eco-labels on products, they often feel more motivated to make purchasing decisions aligned with environmental responsibility (Rahbar & Wahid, 2011).

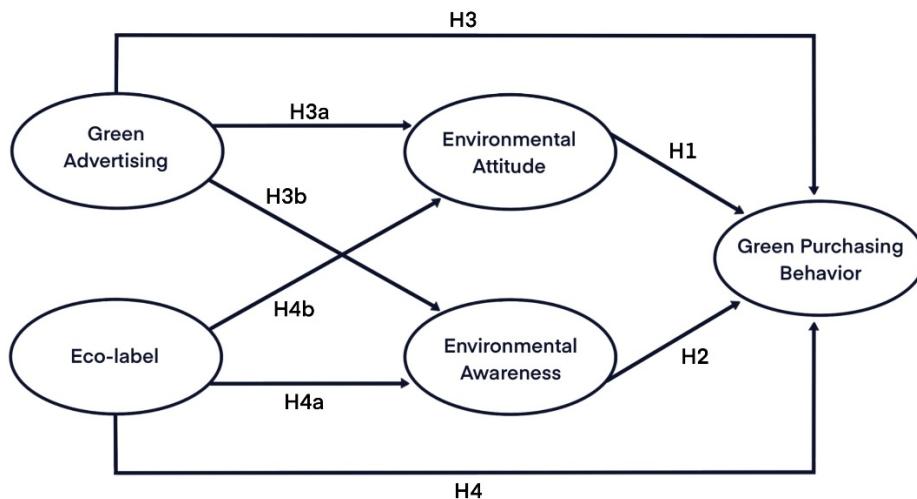
Awareness reflects an individual's ability to perceive, sense, or interpret an object or event. When related to eco-labeled products, individuals are able to recognize and respond sensitively to those labels (Hadriana & Hudrasyah, 2013). If consumers respond positively to eco-labels, they contribute to expanding the market share of the product (Teisl et al., 2002). Eco-labels also support consumers in identifying products with environmental value, which influences their purchasing decisions (Gallastegui, 2002). A study confirmed that there is a positive relationship between eco-label awareness and green purchasing behavior (Riyanto et al., 2018).

While several studies on green purchasing behavior confirm that eco-labels influence consumers' intention to buy products aligned with environmental protection, the literature on green consumption still lacks studies examining the relationship between eco-labels and environmental attitude and environmental awareness (Sun et al., 2020). There still needs to

explore how eco-labels shapes and environmental attitude and environmental awareness, which may eventually influence green purchasing behavior (Song *et al.*, 2019).

H4: There is a positive relationship between Eco-Label and Green Purchasing Behavior.  
 H4a: There is a positive relationship between Eco-Label and Environmental Awareness.  
 H4b: There is a positive relationship between Eco-Label and Environmental Attitude.

The research model presented in Figure 1 aims to identify whether GAD and ECL influence the purchasing behaviors of organic products among Jakarta residents, or whether this influence occurs through the mediating effect of their EAT and EAW.



**Figure 1.** Conceptual Framework Model

## 2. Method

This research uses a cross-sectional design, which involves collecting data from a sample of respondents at a single point in time (Connelly, 2016). This design is suitable for analyzing the relationship between variables without conducting longitudinal or experimental studies. Given the large size of the population, a sampling method was used to obtain data that could represent the target group effectively.

The sampling technique applied is non-probability sampling using a convenience sampling approach. This method was selected due to its practicality, allowing researchers to collect data from individuals who were easily accessible and willing to participate (Golzar *et al.*, 2022). In this study, the respondents consist of individuals residing in Jakarta with collected sample of 117 respondents, chosen for their relevance as urban consumers who are increasingly exposed to environmental issues and green product marketing. Table 1 summarizes the demographic characteristics.

**Table 1.** Demographics

Characteristics	Category	N
Gender	Male	54
	Female	63
Age	18-25 Years Old	40
	26-35 Years Old	45
	36-45 Years Old	26
	>45 Years Old	6
	Senior High School	33
Education	Diploma	31
	Bachelor	48
	Postgraduate	5
	< Rp 1 Million	21

Have Purchased Product	Organic	Rp 1 Million - Rp 2 Million	23
		Rp 2 Million - Rp 5 Million	37
		Rp 5 Million - Rp 10 Million	26
	> Rp 10 Million		10
	Yes		117
	No		0
Purchase Frequency		Very often (almost every week)	33
		Quite often (1-2 times a month)	51
		Sometimes (once in a while)	17
		Rarely (perhaps once)	16
		Never	0

The research instrument is a structured questionnaire composed of three main sections:

- Section one contains demographic information, such as gender, age, education level, monthly spending, have purchased organic product, and purchase frequency.
- Section two includes questions that capture the respondents' behavior related to purchasing environmentally friendly products.
- Section three consists of statements related to environmental attitude, environmental awareness, green advertising, and eco-labels, which respondents rate based on their level of agreement.

The questionnaire was distributed online via Google Forms, and links were shared through social media platforms and personal contacts, targeting individuals living in Jakarta city. This method enabled efficient data collection from a population segment highly relevant to the study's focus on urban consumer behavior toward organic products.

A five-point Likert scale developed by Rensis Likert is used throughout the questionnaire, with responses ranging from 1 = strongly disagree to 5 = strongly agree, to measure respondents' perceptions and behavioral tendencies related to organic products and sustainability.

Following the survey, the internal consistency of the instrument was assessed using Excel and SPSS 23. The criteria for convergent and discriminant validity were then tested, SEM was developed to determine the acceptance or rejection of the hypotheses. The AMOS 24 program was used to calculate these values. The operational definitions relating to the meaning of all variables used in this field research are adapted from Carrión-Bosquez *et al* (2024) and explained as follows:

**Table 2.** Convergent validity and reliability

Measure items	Factor loading	Cronbach's alpha
Green Advertising <i>Adapted from Trivedi <i>et al.</i> (2018) on Carrion-Bosquez <i>et al.</i> (2024)</i>		0.911
I think brands that use environmentally themed advertising messages are good	0.909	
I pay attention to products that develop advertisements related to the environment	0.935	
I think environmentally friendly advertisements are very valuable	0.921	
		0.917
Eco-label <i>Adapted from Trivedi <i>et al.</i> (2018) on Carrion-Bosquez <i>et al.</i> (2024)</i>		
I consider that displaying eco-friendly labels on products is the best way to inform consumers	0.936	
The presence of certified organic labels increases my trust in a product	0.916	
I believe that products with eco-friendly labels are truly	0.931	

committed to protecting the environment	0.927
Environmental Attitude <i>Adapted from Carrion and Arias-Bolzmann (2022) on Carrion-Bosquez et al. (2024)</i>	
I care deeply about the environment	0.940
I will reduce my consumption of environmentally unfriendly products to help the environment	0.930
I will contribute financially to help protect the environment	0.932
	0.915
Environmental Awareness <i>Adapted from Sun et al. (2020) on Carrion-Bosquez et al. (2024)</i>	
I think humans cause harmful consequences to nature	0.930
I believe that the balance of nature is very fragile and easily disturbed	0.944
I think one must live in harmony with nature in order to survive	0.909
	0.878
Green Purchasing Behavior <i>Adapted from Riskos et al. (2021) and Nguyen (2022) on Carrion-Bosquez et al. (2024)</i>	
I regularly purchase organic products	0.777
I buy organic products for my daily needs	0.916
I have been buying organic products for the past few months	0.915
I purchase organic products even when there are conventional alternatives available	0.836

Table 2 shows the factor loading values measured from the latent variables through each observed variable. The factor loading values range from 0.777 to 0.944, which are above 0.5. Based on the results, the Cronbach's alpha for each variable ranges from 0.878 (Green Purchasing Behavior) to 0.927 (Environmental Attitude). All variables are above the acceptable reliability threshold, with a minimum value of 0.7.

### 3. Result and Discussion

Analysis of the relationships among the five variables in the hypothesized model in Table 3 revealed that six hypotheses were supported, while two were not. The estimated values obtained through AMOS 24 allowed us to determine that EAT ( $\beta = 0.244$ ) and EL ( $\beta = 0.191$ ) influence GPB while EAW ( $\beta = -0.045$ ) and GA ( $\beta = 0.133$ ) do not influence GPB. GA ( $\beta = 0.460$ ) and EL ( $\beta = 0.480$ ) directly influenced EAT. Likewise, GA ( $\beta = 0.753$ ) and EL ( $\beta = 0.254$ ) influence EAW.

**Table 3.** Results of hypotheses testing

Hypotheses	Relation	$\beta$	p-values	Hypotheses
H1	EAT-GPB	0.244	0.010	Accepted
H2	EAW-GPB	-0.045	0.236	Rejected
H3	GA-GPB	0.133	0.065	Rejected
H3a	GA-EAT	0.460	***	Accepted
H3b	GA-EAW	0.753	***	Accepted
H4	EL-GPB	0.191	0.003	Accepted
H4a	EL-EAW	0.254	0.001	Accepted
H4b	EL-EAT	0.480	***	Accepted

Therefore, H1 is supported, which shows that EAT has a positive and significant effect on GPB. Thus, a stronger pro-environmental attitude leads to higher GPB, and a weaker attitude results in lower buying behavior. H2 is rejected, implying that EAW does not have a significant effect on GPB. This means that simply being aware of environmental issues does not directly lead Jakarta residents to buy organic products. H3 is also rejected, which shows that GA does not influence GPB. This means that exposure to environmentally themed

advertisements alone does not directly encourage Jakarta residents to purchase organic products. *H3a* is supported, which shows that GA has a positive influence on EAT. This demonstrates that increased exposure to GA leads to more favorable EAT. *H3b* is supported, implying that GA has positive effect on EAW. Determined that exposure to GA helps increase Jakarta residents' awareness of environmental issues. *H4* is supported, indicating EL has positive effect on GPB. This shows that consumers with strong recognition and trust in eco-labels are more likely to purchase organic products. *H4a* is supported, implying that EL has positive effect on EAW. This indicates that the presence of eco-labels on organic products increases Jakarta residents' awareness of environmental values and product sustainability. Lastly, *H4b* is supported, which shows that EL positively influence EAT. This finding demonstrates that the use of eco-labels helps Jakarta residents develop stronger EAT, as the labels build trust and highlight the sustainability of organic products.

#### 4. Conclusion

Research on organic consumption has become increasingly important in academic discussions, with many studies seeking to identify the factors influencing consumer behavior toward organic products. While prior research has shown that Environmental Attitude (EAT) and Environmental Awareness (EAW) affect purchasing behavior, limited attention has been given to the role of Eco-labels (EL) and Green Advertising (GA) in shaping attitudes and awareness in Indonesia.

The findings of this study show that EAT and EL are the main factors driving GPB among Jakarta residents. Stronger pro-environmental attitudes and trust in eco-labels lead to higher organic product purchases. EL not only promote GPB but also increases awareness and attitudes. In contrast, EAW and GA do not directly influence purchase decisions. However, green advertising helps shape attitudes and awareness, making it valuable for building perceptions even if it does not directly trigger buying behavior.

In related to the influence of eco-labels on green purchasing behavior, businesses particularly those involved in producing green products must focus on improving consumer education through transparent and trustworthy eco-labeling systems. Eco-labels serve as a communication tool that not only provides environmental product information but also builds consumer trust and encourages environmentally friendly purchasing behavior. Eco-labels help connect the information gap between companies and consumers by certifying the environmental attributes of products (Rahbar & Wahid, 2011). Therefore, companies should actively use eco-labels in product packaging, marketing campaigns, and digital platforms. Information regarding the ecological benefits of the product, such as reduced environmental impact, sustainable sourcing, and health safety, should be clearly communicated. Food labeling is important for meeting consumer needs for health and environmental information (Kim *et al.*, 2001). Also, it is important to include brand, ingredients, eco-friendly logos, and health claims in product labels (Higginson *et al.*, 2002).

In addition, government institutions are also important in promoting the use of eco-labels through certification programs, public awareness campaigns, and green procurement policies. Standardization and policy support would help minimize greenwashing and enhance public confidence in eco-labeled products. Eco-label credibility significantly impacts consumer trust and behavior (Carrión-Bósquez *et al.*, 2024).

This research has several limitations. First, it focuses solely on consumer perspectives and excludes the business side, which is important to understanding how producers perceive, implement, or are challenged by eco-labeling systems. Future research should include both consumers and producers to capture a more holistic view of eco-label influence.

Second, the study's respondent pool was limited to urban individuals, particularly in Jakarta, which may not represent the broader Indonesian consumer population. Future studies

should use more diverse and representative samples, including various demographic and regional groups, to better generalize the findings.

Third, this study measured green purchasing behavior primarily through self-reported intentions rather than actual purchasing data. A gap often exists between intention and behavior (Alamsyah *et al.*, 2020). Future research should apply behavioral tracking, longitudinal studies, or experimental methods to observe actual green product purchases.

Lastly, the current study focuses only on organic food products. Future research could explore other categories of green products, such as eco-friendly cosmetics, electronics, or recycled goods, to enrich the understanding and application of eco-label effectiveness across various industries.

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