

INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS, KNOWLEDGE, AND ECO-FRIENDLY WILLINGNESS ON GREEN PURCHASE BEHAVIOR OF HOUSEHOLD PRODUCTS, MEDIATED BY GREEN PURCHASE INTENTION

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Abstract. *This study aims to analyze influence of environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on green purchase behavior of eco-friendly household products, with green purchase intention as intervening variable among university students in the Special Region of Yogyakarta. The sampling method used purposive sampling with total of 153 respondents. Primary data collection was through questionnaire that has been tested for validity and reliability. Data analysis in this study includes descriptive analysis, instrument testing (validity and reliability tests), classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test), and hypothesis testing (partial t-test, coefficient of determination test, and Sobel test). Data analysis technique employed multiple regression analysis using IBM SPSS Statistics version 26. The results of study showed that environmental consciousness, environmental knowledge, and willingness to be environmentally friendly have positive and significant influence on green purchase intention. Environmental consciousness, environmental knowledge, and green purchase intention have positive and significant influence on green purchase behavior. However, willingness to be environmentally friendly has positive but not significant effect on green purchase behavior. The results of the Sobel test show green purchase intention mediates influence of environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on green purchase behavior.*

Keywords: *Environmental Consciousness, Environmental Knowledge, Green Purchase Behavior, Green Purchase Intention, Willingness to Be Environmentally Friendly*

1. INTRODUCTION

Concerns about global climate change and environmental degradation are driving consumers toward green consumerism, which involves buying products with minimal environmental impact (Mishal et al., 2017).

In Indonesia, pressing environmental issues like air pollution, plastic waste, and deforestation (Dhari, 2025). Are fueling consumer awareness and research into green purchasing behavior (Mishal et al., 2017). Even in the Special Region of Yogyakarta (DIY), a cultural and educational hub, environmental challenges persist. The Sultan of DIY actively promotes public education on waste sorting, reduction, and processing (Wicaksono, 2024).

Indonesia shows significant interest in eco-friendly products; in 2021, these household items were the second most popular category, making up 47.6% of purchases (Jayani, 2021). Young consumers are leading this shift: Annur (2022) found 69.8% use reusable bags and 56.2% buy eco-friendly products. Young consumers, including students, are also more inclined to make eco-friendly purchases and spread environmental messages (Yadav & Pathak, 2016).

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior

According to Ajzen (2020), the Theory of Planned Behavior (TPB) is a psychological theory that explains how people make decisions about their behavior. Developed by Icek Ajzen in 1985, this theory has since been applied to a wide range of behaviors, including voting, exercise, and smoking. The TPB is based on the idea that a person's behavior is influenced by three key factors: their attitude toward the behavior, their subjective norms, and their perceived behavioral control. Ajzen (2020) further explains that the TPB can be used to explain how green purchase intention and green purchase behavior are formed.

2.2 Environmental Consciousness

According to Mishal et al. (2017), refers to psychological factors that determine an individual's tendency towards pro-environmental behavior that influences knowledge, attitudes, behavior, intentions, and actions. Similarly, Kautish and Sharma (2018) describe environmental consciousness as an element of a belief system that shows specific psychological influence related to one's tendency to perform environmentally friendly behavior

2.3 Environmental Knowledge

According to Rahman et al. (2019), environmental knowledge encompasses the thoughts, opinions, and relationships people have concerning the environment, as well as the collective actions needed to achieve sustainable development. Kautish et al. (2019), view environmental knowledge as an element of belief systems, relating to specific psychological influences that encourage individuals to engage in pro-environmental behaviors. Meanwhile, Cui et al. (2024), describe environmental consciousness as an individual's awareness and understanding of environmental issues and ecosystems, including the practical tactics and abilities to address these environmental problems

2.4 Willingness to Be Environmentally Friendly

Willingness to be Environmentally Friendly (WEF) refers to an individual's readiness to engage in environmentally friendly behavior and consumption. According to Farooqi & Frooghi (2024), WEF encompasses a consumer's willingness to participate in eco-friendly consumption throughout a product's lifecycle (acquisition, use, post-care) to protect the environment or reduce harmful impacts. Similarly, Ghali-Zinoubi (2022), defines WEF as an individual's readiness and positive inclination to act in an environmentally friendly manner, driven by a good attitude towards environmental issues to mitigate degradation. In essence, WEF signifies an individual's commitment to contribute to environmental sustainability through their daily actions and decisions.

2.5 Green Purchase Intention

Green purchase intention refers to a consumer's willingness or tendency to choose environmentally friendly products over conventional ones. This concept is crucial in consumer behavior and sustainability studies. As Cui et al. (2024) put it, it reflects an individual's motivation to support businesses and products that reduce environmental impact. Similarly, Yadav & Pathak (2016) define it as a consumer's desire to buy eco-friendly products, and Farooqi & Frooghi (2024) describe it as the tendency to opt for such products. In essence, green purchase intention signifies a consumer's commitment to more sustainable choices.

2.6 Green Purchase Behavior

Juliana et al. (2017) explain GPB as environmentally conscious consumer behavior, manifested through the purchase of eco-friendly products. Furthermore, Mishal et al. (2017) They also highlight the Theory of Planned Behavior (TPB), which explains GPB through the interaction of attitudes, subjective norms, and perceived behavioral control, all of which impact purchase intention and ultimately purchasing behavior. Similarly,

Songyue et al. (2023) define GPB as a preference for environmentally friendly alternatives over conventional options, demonstrating environmentally responsible decision-making.

2.7 Hypotheses Development

Several studies by Mishal et al. (2017), Li et al. (2020), and Veronica & Lady (2023), consistently show that environmental consciousness positively and significantly influences green purchase intention.

H1: Environmental consciousness has a positive effect on green purchase intention

Studies by Songyue et al. (2023), Anisa & Jadmiko (2023), and Yadav & Pathak (2016) consistently indicate that environmental knowledge has a positive and significant influence on green purchase intention.

H2: Environmental knowledge has a positive effect on green purchase intention

Research by Farooqi & Frooghi (2024), Maulana et al. (2024), and Sargin & Akdoğan (2022) consistently demonstrates a significant and positive relationship between willingness to be environmentally friendly/ecologically conscious consumer behavior and green purchase intention.

H3: Willingness to be environmentally friendly has a positive effect on green purchase intention

Studies by Dionela et al. (2022), Bisschoff & Liebenberg (2016), and Jog & Singhal (2020) consistently demonstrate that environmental consciousness significantly influences green purchase behavior.

H4: Environmental consciousness has a positive effect on green purchase behavior

Studies by Songyue et al. (2023), Juliana et al. (2017), Cui et al. (2024), and Rusyani et al. (2021) consistently reveal that environmental knowledge positively and significantly influences green purchase behavior.

H5: Environmental knowledge has a positive effect on green purchase behavior

Research by Kautish et al. (2019) indicates that willingness to be environmentally friendly positively and significantly impacts green purchase behavior, reflecting an individual's readiness to alter their consumption habits and lifestyle for environmental benefit, even if it requires additional cost or effort. However, studies by Maulana et al. (2024) and Yarimoglu & Binboga (2019) show a contrasting result, where ecologically conscious consumer behavior has a negative and non-significant effect on green purchase behavior.

H6: Willingness to be environmentally friendly has a positive effect on green purchase behavior

Studies by Rahman et al. (2019), Cui et al. (2024), and Sousa et al. (2022) consistently show that green purchase intention directly and significantly influences green purchase behavior.

H7: Green purchase intention has a positive effect on green purchase behavior

Previous research on the relationship between environmental consciousness and green purchase behavior has yielded inconsistent results, with some studies (Dionela et al., 2022; Bisschoff & Liebenberg, 2016; Jog & Singhal, 2020) indicating a direct influence, while others suggest no significant impact. Furthermore, prior research has not fully explored the indirect effect of environmental consciousness on green purchase behavior mediated by green purchase intention.

H8: Green purchase intention mediates the relationship environmental consciousness and green purchase behavior

Previous research on the direct relationship between environmental knowledge and green purchase behavior has shown inconsistent results. While some studies, such as those by Songyue et al. (2023), Juliana et al. (2017), Cui et al. (2024), and Rusyani et al. (2021), found a positive and significant influence, other research suggests no such

impact. Furthermore, the indirect effect of environmental knowledge on green purchase behavior, specifically when mediated by green purchase intention.

H9: Green purchase intention mediates the relationship environmental knowledge and green purchase behavior

Previous research on the direct relationship between willingness to be environmentally friendly and green purchase behavior has shown inconsistent results. While studies by Kautish et al. (2019) indicate a positive and significant influence, other research suggests no such impact. However, studies by Maulana et al. (2024) and Yarimoglu & Binboga (2019) show a contrasting result, where ecologically conscious consumer behavior has a negative and non-significant effect on green purchase behavior. Furthermore, the indirect effect of willingness to be environmentally friendly on green purchase behavior, specifically when mediated by green purchase intention.

H10: Green purchase intention mediates the relationship willingness to be environmentally friendly and green purchase behavior

3. RESEARCH METHODS

3.1 Sample

The sampling criteria for this study were students who purchase environmentally friendly household products in the Special Region of Yogyakarta. The primary data collection method in this study used questionnaires via Google Forms, which had been tested for validity and reliability. The number of respondents in this study was 153 students.

3.2 Operationalization of Research Variables

In this study, there were three types of variables used: independent variables, dependent variables, and intervening variables. All variable indicators in this study were measured using a five-point Likert scale referring to Sugiyono (2024), namely (1= Strongly Disagree, 5= Strongly Agree).

a. Independent Variables

The independent variable in this study is environmental consciousness, measured using three indicators based on Dikmenli & Konca (2016): behavior consciousness, social pressure, and direction of consciousness. Environmental knowledge using three indicators based on Simanjuntak et al. (2023): know the green products, know how to choose products that can reduce the waste, and know that green products causeless. And willingness to be environmentally friendly using three indicators based on Ghali-Zinoubi (2022): willingness to pay higher prices for environmentally friendly products, willingness to sort waste into separate containers for paper, plastic, glass, etc., if facilities are available, and understanding the potential environmental damage that some products can cause.

b. Dependent Variable

The dependent variable in this study is green purchase behavior, measured using four indicators based on Kaur et al. (2024): purchase products that do not harm the environment, eco-friendly packaging, health reasons, and environmental reasons.

c. Intervening Variable

The intervening variable in this study is green purchase intention, measured using two indicators based on Chen et al. (2024): green purchase attitude and green purchase inclination.

3.3 Analysis Method

Data analysis in this study included descriptive statistical analysis tests as a reference to describe data. Classical assumption tests which included normality, multicollinearity, and heteroscedasticity test was done to make sure that data normally distributed, multicollinearly correlated, and the spread of the data points is the same throughout the model. Hypothesis testing included t-tests and sobel test. While the coefficient of determination measured how much the independent variable affected the

dependent variable, by referring to the model summary table. All analysis methods calculated using IBM SPSS statistical program version 26. The regression equation can be expressed as follows:

$$Z = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Z_1 + e$$

Description:

a = Constant

b₁b₂b₃ = Regression Coefficient

X₁ = Environmental Consciousness

X₂ = Environmental Knowledge

X₃ = Willingness To Be Environmental Knowledge

Z = Green Purchase Intention

Y = Green Purchase Behavior

e = Error Or Trem

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The study involved 153 students who had taken entrepreneurship courses in DIY. The respondents were categorized based on gender, age, monthly income, adress/domicile, year of the class, and eco-friendly household products that are often purchased. The majority were female (89 respondents or 58.2%), aged 20–22 years (79 respondents or 51.6%), monthly income Rp. 1.000.000-Rp. 2.500.000 (64 respondents or 41.8%), address/domicile in Sleman (54 respondents or 35.3%), from the 2021 cohort (90 respondents or 58.8%), and eco-friendly household products that are often purchased tote-bags (35 respondents or 22.9%).

Table 1. Descriptive Statistics

No	Respondent Characteristic	Total	Percentage	
1.	Gender	Male	64	41.8
		Female	89	58.2
2.	Age	≥ 18 - < 20 Years Old	18	11.8
		≥ 20 - < 22 Years Old	79	51.6
		≥ 22 - < 24 Years Old	45	29.4
		≥ 24 - < 26 Years Old	11	7.2
3.	Monthly Income	<Rp. 1.000.000	52	34.0
		≥ Rp. 1.000.000 - < Rp. 2.500.000	64	41.8
		≥ Rp. 2.500.000 - < Rp. 4.000.000	24	15.7
		> Rp. 4.000.000	13	8.5
4.	Adress/Domicile	Bantul	11	7.2
		Gunungkidul	49	32.0
		Kulon Progo	16	10.5
		Sleman	54	35.3
		Yogyakarta	23	15.0
5.	Year Of The Class	2019	5	3.3
		2020	8	5.2
		2021	90	58.8
		2022	24	15.7
		2023	19	12.4
		2024	7	4.6
6.	Eco-Friendly Household Products That Are Often Purchased	Natural cutlery	5	3.3
		Energy-saving electronics	14	9.2
		Reusable cleaning cloths	4	2.6
		Natural cleaning products	2	1.3
		Dishwashing soap and detergent with eco-friendly packaging	22	14.4
		Eco-friendly toothbrushes	1	0.7

No	Respondent Characteristic	Total	Percentage
	Eco-friendly sponges	3	2.0
	Drink containers	29	19.0
	Natural food containers	11	7.2
	Eco-friendly tissues	17	11.1
	Tote bags	35	22.9
	Natural food containers	10	6.5

(Source: Data Processing Results, 2025)

4.2 Research Instrument Test

Table 1. Validity Test

No.	Variables	Statement	r-count	r-table	Sig	Description
1	Product Transformation Saliency (PTS)	PTS1	0.767	0.1422	0.000	Valid
2		PTS2	0.720	0.1422	0.000	Valid
3		PTS3	0.730	0.1422	0.000	Valid
4		PTS4	0.717	0.1422	0.000	Valid
5	Green Purchase Intention (GPI)	GPI1	0.711	0.1422	0.000	Valid
6		GPI2	0.711	0.1422	0.000	Valid
7		GPI3	0.766	0.1422	0.000	Valid
8		GPI4	0.741	0.1422	0.000	Valid
9		GPI5	0.718	0.1422	0.000	Valid
10	Environmental Awareness (EA)	EA1	0.713	0.1422	0.000	Valid
11		EA2	0.653	0.1422	0.000	Valid
12		EA3	0.679	0.1422	0.000	Valid
13		EA4	0.697	0.1422	0.000	Valid
14		EA5	0.718	0.1422	0.000	Valid

(Source: Data Processing Results, 2025)

4.2 Classical Assumption Test

All classical assumption tests, including the normality test, multicollinearity test, and heteroscedasticity test, was done before hypotheses testing. The results are all classical assumption tests met.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test			
	Unstandardized Residual		
	Test II	Test II	Test II
N		153	153
Monte Carlo Sig. (2-tailed)		0.118	0.107

(Source: Data Processing Results, 2025)

Based on Table 2, normality tests for Model I (environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on green purchase intention) yielded a Monte Carlo Sig. (2-tailed) value of 0.116, while Model II (environmental consciousness, environmental knowledge, willingness to be environmentally friendly, and green purchase intention on green purchase behavior) showed a value of 0.107.

Table 3. Multicollinearity Test

Test	Collinearity Statistics	Variables				Dependent Variable
		EC	EK	WEF	GPI	
I	Tolerance	0.428	0.488	0.371		Green Purchase Intention
	VIF	2.339	2.047	2.692		
II	Tolerance	0.396	0.405	0.314	0.284	Green Purchase Behavior
	VIF	2.525	2.467	3.183	3.524	

(Source: Data Processing Results, 2025)

Based on Table 3, multicollinearity tests confirm no multicollinearity issues in either model (GPI or GPB as dependent variables), as all predictors consistently show VIF values below 10 and tolerance values above 0.10. These results ensure the validity of regression coefficient interpretations due to the absence of high correlation among independent variables.

Table 5. Heteroscedasticity Test

Test		Variables				Dependent Variable
		EC	EK	WEF	GPI	
I	Sig.	0.072	0.290	0.276		ABS_RES1
II	Sig.	0.196	0.581	0.714	0.345	ABS_RES2

(Source: Data Processing Results, 2025)

Based on Table 4, the Glejser test results confirm no heteroscedasticity. For Test I, the significance values for environmental consciousness, environmental knowledge, and willingness to be environmentally friendly on green purchase intention, respectively. In Test II, the significance values for environmental consciousness, environmental knowledge, willingness to be environmentally friendly, and green purchase intention on green purchase behavior respectively. As all significance test I and II values are above 0.05, heteroscedasticity is not a concern in this analysis

4.4 Hypothesis Testing

a. t-test

The t-test was used to measure the extent of the influence of the independent variable on the dependent variable. The decision-making basis in this test was if the t-value > t table and the significance value < 0.05, it meant that there was significant influence between the independent and dependent variables.

Table 5. t test

Test	Variables	Standardized Coefficients Beta	t	Sig.	Dependent Variable
I	Environmental Consciousness	0.230	3.445	0.001	Green Purchase Intention
	Environmental Knowledge	0.345	5.528	0.000	
	Willingness To Be Environmentally Friendly	0.373	5.210	0.000	
II	Environmental Consciousness	0.184	2.323	0.022	Green Purchase Behavior
	Environmental Knowledge	0.354	4.537	0.000	
	Willingness To Be Environmentally Friendly	0.129	1.451	0.149	
	Green Purchase Intention	0.227	2.428	0.016	

(Source: Data Processing Results, 2025)

Data analysis reveals that environmental consciousness (EC), environmental knowledge (EK), and willingness to be environmentally friendly (WEF) each have a positive and significant influence on green purchase intention (GPI). This is supported

by their respective t-values all exceeding the t-table value of 1.976, and their significance values being less than 0.05, leading to the acceptance of hypotheses H1, H2, and H3. Furthermore, EC, EK, and GPI all positively and significantly impact green purchase behavior (GPB), resulting in the acceptance of H4, H5, and H7. However, willingness to be environmentally friendly (WEF) did not show a positive and significant on GPB, H6 is rejected.

b. Sobel Test

The Sobel test is a statistical test used to determine if a mediation effect, through a mediating variable, is statistically significant in a relationship. The value based on the table 5, the result is depicted in Figure 1, 2, and 3.

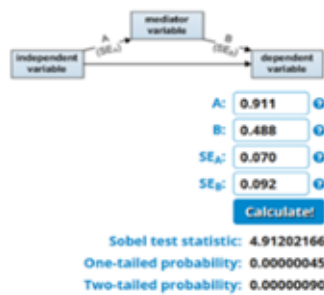


Figure 1. Sobel Calculation Result 2

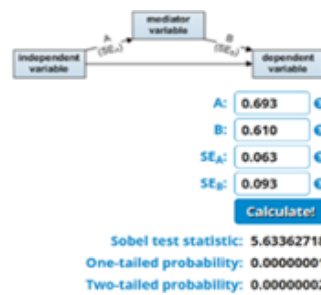


Figure 2. Sobel Calculation Result 1

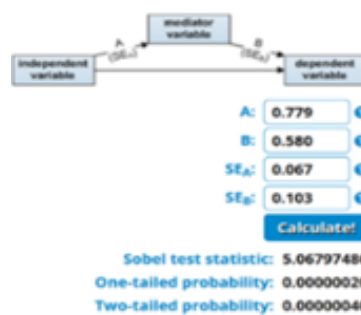


Figure 3. Sobel Calculation Result 3

Based on figure 1, figure 2, and figure 3, the study found that green purchase intention significantly mediates the relationship between environmental consciousness, environmental knowledge, and willingness to be environmentally friendly towards green purchase behavior. This is supported by the obtained Z-values (5.633, 4.912, and 5.067), all of which are greater than the critical value of 1.976 (at a 5% significance level), thus accepting all mediation hypotheses (H8, H9, and H10).

4.4 Coefficient of Determination

The coefficient of determination (R^2) was to measure how far the model explained

the variation in the dependent variable.

Table 6. Determination Coefficient Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Predictors
I	0.846	0.716	0.711	1.302	(Constant), WEF, EK, EC
ii	0.796	0.634	0.624	1.774	(Constant), GPI, EC, EK, WEF

(Source: Data Processing Results, 2025)

Based on Table 6, shows that the results of the Adjusted R Square for the two models among them in model I, the environmental consciousness, environmental knowledge, and willingness to be environmentally friendly variable influences green purchase intention by 71.1%, with the remaining 29.9% influenced by other variables outside the model. In model II, the environmental consciousness, environmental knowledge, willingness to be environmentally friendly, and green purchase intention variable influences green purchase behavior by 62.4%, with the remaining 37.6% influenced by other variables outside the model.

4.5 Discussion

a. Influence Environmental Consciousness on Green Purchase Intention

Based on the results of the t-test, the calculated t-value for the Environmental Consciousness (EC) variable against Green Purchase Intention (GPI) is 3.445, which is greater than the t-table value of 1.976, and the significance value is 0.001 (less than 0.05). Hypothesis 1 is accepted, signifying a positive and significant influence of environmental consciousness on green purchase intention. These findings are consistent with previous research by Mishal et al. (2017), Li et al. (2020), and Veronica & Lady (2023).

b. Influence Environmental Knowledge on Green Purchase Intention

Based on the t-test results, the calculated t-value for Environmental Knowledge (EK) against Green Purchase Intention (GPI) is 5.528, which is greater than the t-table value of 1.976, and the significance value is 0.000, less than 0.05. Hypothesis 2 is accepted, confirming a positive and significant influence of environmental knowledge on green purchase intention. Research by Songyue et al. (2023), Anisa & Jadmiko (2023), and Yadav & Pathak (2016).

c. Influence Willingness To Be Environmentally Friendly on Green Purchase Intention

Based on the t-test results, the calculated t-value for Willingness to be Environmentally Friendly (WEF) against Green Purchase Intention (GPI) is 5.210, which is greater than the t-table value of 1.976. The significance value is 0.000, less than 0.05. Hypothesis 3 is accepted, confirming a positive and significant influence of willingness to be environmentally friendly on green purchase intention. This finding is consistent with research by Farooqi & Frooghi (2024), Maulana et al. (2024), and Sargin & Akdoğan (2022).

d. Influence Environmental Consciousness on Green Purchase Behavior

Based on the t-test results, the calculated t-value for the Environmental Consciousness (EC) variable against Green Purchase Behavior (GPB) is 2.323, which is greater than the t-table value of 1.976. The significance value is 0.022, which is less than 0.05. Hypothesis 4 is accepted, indicating a positive and significant influence of environmental consciousness on green purchase behavior. This aligns with research

conducted by Dionela et al. (2022), Jog & Singhal (2020) and Bisschoff & Liebenberg (2016), both of whom also found that environmental consciousness has a proven effect on green purchase behavior.

e. Influence Environmental Knowledge on Green Purchase Behavior

Based on the t-test results, the calculated t-value for Environmental Knowledge (EK) against Green Purchase Behavior (GPB) is 4.537, exceeding the t-table value of 1.976. The significance value is 0.000, which is less than 0.05. Hypothesis 5 is accepted, confirming a positive and significant influence of environmental knowledge on green purchase behavior. This finding is consistent with previous research by Songyue et al. (2023), Juliana et al. (2017), Cui et al. (2024), and Rusyani et al. (2021).

f. Influence Willingness To Be Environmentally Friendly on Green Purchase Behavior

Based on t-test results, the calculated t-value for Willingness to be Environmentally Friendly (WEF) against Green Purchase Behavior (GPB) is 1.451, which is less than the t-table value of 1.976, and the significance value of 0.149 is greater than 0.05. Hypothesis 6 is rejected. Thus, there is a positive but not significant influence of willingness to be environmentally friendly on green purchase behavior. Studies by Maulana et al. (2024) and Yarimoglu & Binboga (2019) show a same result, where ecologically conscious consumer behavior has a negative and non-significant effect on green purchase behavior, however contradicts findings from Kautish et al. (2019) willingness to be environmentally friendly has a positive and significant on green purchase behavior.

g. Influence Green Purchase Intention on Green Purchase Behavior

Based on t-test results, the calculated t-value for Green Purchase Intention (GPI) against Green Purchase Behavior (GPB) is 2.428, exceeding the t-table value of 1.976, and the significance value of 0.016 is less than 0.05. Hypothesis 7 is accepted, confirming a positive and significant influence of green purchase intention on green purchase behavior. This finding aligns with previous research by Rahman et al. (2019), Cui et al. (2024), and Sousa et al. (2022).

h. Influence Environmental Consciousness on Green Purchase Behavior with Green Purchase Intention as Intervening Variable

Based on the Sobel test, the calculated t-value of 5.633 exceeds the t-table value of 1.976 (at an alpha of 0.05), lead to the acceptance of Hypothesis 8. This indicates that the Green Purchase Intention (Z) variable significantly mediates the relationship between Environmental Consciousness (X1) and Green Purchase Behavior (Y).

i. Influence Environmental Knowledge on Green Purchase Behavior with Green Purchase Intention as Intervening Variable

Based on the Sobel test, the calculated t-value of 4.912 exceeds the t-table value of 1.976 (at an alpha of 0.05). This lead to the acceptance of Hypothesis 9, concluding that Green Purchase Intention (Z) significantly mediates the influence between Environmental Knowledge (X2) and Green Purchase Behavior (Y).

j. Influence Willingness To Be Environmentally Friendly on Green Purchase Intention with Green Purchase Intention as Intervening Variable

Based on the Sobel test, the calculated t-value of 5.067 exceeds the t-table value of 1.976 (at an alpha of 0.05), leading to the acceptance of Hypothesis 10. This confirms that Green Purchase Intention (Z) significantly mediates the influence between Willingness to be Environmentally Friendly (X3) and Green Purchase Behavior (Y).

CONCLUSION

Environmental consciousness, environmental knowledge, and willingness to be environmentally friendly significantly influence green purchase intention. While these factors also influence actual green purchase behavior, the willingness to be environmentally friendly does not directly show a significant impact on green purchase behavior. Green purchase intention mediates environmental consciousness, environmental knowledge, and willingness to be environmentally friendly to green purchase behavior.

However, this study has a few limitations. The data came only from online questionnaires, which could introduce bias. Also, the research looked at a limited set of variables, focusing just on environmental consciousness, knowledge, and willingness as drivers, with green purchase intention and behavior as the outcomes. These limitations offer chances for future research to explore more variables and include a wider range of participants for a fuller picture.

For future studies, it's suggested to improve the current study's indicators, especially since one hypothesis was not supported. The findings also offer practical advice for companies making eco-friendly household products. Businesses can use consumers' environmental consciousness, knowledge, and willingness to be environmentally friendly both the green purchase intention and behavior. A simple yet effective strategy is to add eco-friendly labels or icons to products, which can attract environmentally conscious consumers and prompt them to choose these items

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