# Determinants Of Green Purchase Intention In Bottled Drinking Water With Green Perceived Value As Mediator And Trust As Moderator Among University Students In Jakarta

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**Abstract**

*The intensifying environmental crisis, characterized by rising temperatures, severe pollution, and excessive waste in urban centers like Jakarta, necessitates a shift toward sustainable consumption practices. Bottled water (AMDK) products are a significant contributor to plastic waste in Indonesia, prompting interest in environmentally friendly alternatives. This study investigates the determinants of green purchase intention (GPI) among environmentally conscious university students in Jakarta, focusing on the roles of green product awareness (GPA), eco-labels (EL), green perceived value (GPV), and trust. Guided by the Theory of Planned Behavior (TPB), the research integrates GPA and EL as exogenous variables, GPV as a mediating variable, and trust as a moderator. Using a quantitative survey approach with a sample of 305 final-year environmental engineering students and Structural Equation Modeling (SEM) via LISREL 8.70, the study finds that GPA and EL significantly influence GPI, both directly and indirectly through GPV. While GPA has the strongest direct effect on GPI, EL more substantially enhances GPV. Trust is found to significantly moderate the relationships between both GPA and EL with GPI, amplifying the effects of credibility and perceived authenticity on consumer decisions. However, GPV does not mediate the relationship between GPA and GPI, indicating that awareness may directly translate into behavior without necessarily altering value perception. The findings underscore the importance of integrating green communication strategies, trustworthy eco-labeling, and value-based marketing to enhance green consumer behavior. The study provides theoretical implications for the expansion of TPB with mediating and moderating variables, as well as practical insights for green product marketers and policymakers aiming to promote sustainable consumption in emerging urban markets.*

*Keywords: Green Purchase Intention, Green Product Awareness, Eco-Label, Green Perceived Value, Trust, Sustainable Consumption, Environmental Marketing.*

## 1. INTRODUCTION

The rapid advancement of industry, science, technology, economy, and business activities has significantly contributed to environmental degradation, notably through the intensification of global warming (Sukma et al., 2021). This environmental crisis has emerged as a global concern due to its adverse implications for ecosystems and human life (Saputri, 2021). In the Indonesian context, the Meteorological, Climatological, and Geophysical Agency (BMKG) reported a notable rise in national average temperatures, with a recorded anomaly of 0.4°C. In October 2023, Indonesia's average temperature reached 27°C, with maximum temperatures soaring to 38°C (Iradat, 2023). These alarming figures highlight the urgency for sustainable environmental practices. Anthropogenic factors, such as illegal deforestation, industrial emissions, and unsustainable consumption, are widely recognized as primary contributors to climate change and environmental degradation (Saputri et al., 2020). Jakarta, the capital city of Indonesia, exemplifies these challenges. The city ranks among the five most polluted cities globally, with an Air Quality Index (AQI) of 163 and PM2.5 concentrations nearly 16 times higher than the World Health Organization's (WHO) annual guideline (Fauzan, 2023). Additionally, Jakarta is the second-largest contributor of waste in Indonesia, generating approximately 7,500 tons per day, with a cumulative waste volume reaching 3.1 million tons by the end of 2022. Alarmingly, a substantial portion of this waste comprises non-biodegradable materials such as plastic bottles, packaging, and single-use containers (Khasanah, 2023; Rosalina et al., 2022).

Among the various contributors to plastic waste, the bottled water industry, or air minum dalam kemasan (AMDK), plays a significant role. The Indonesian Plastic Industry Association (INAPLAS) estimates that

the nation produces 64 million tons of waste annually, of which plastic waste constitutes 3.2 million tons. Notably, AMDK contributes over 226,000 tons to this total, with single-use plastic cups accounting for more than 20% of the sector's waste output (Fatzry, 2023). The rising demand for AMDK, driven by convenience and lifestyle preferences, especially among university students, has exacerbated environmental pressures (Fauzy & Rafikasari, 2020; Mufrodi et al., 2019). Although some AMDK brands such as Aqua and Cleo have begun adopting environmentally friendly packaging, only 15% of products in Jakarta meet eco-friendly criteria (Moisander, 1996; BPS, 2022). The concept of green marketing, which encompasses environmentally responsible production, pricing, and promotion strategies, has emerged as a strategic response to consumer concerns and ecological challenges (Sarkar, 2012; Grant, 2015; Andina, 2023). However, despite growing awareness, preliminary surveys indicate a relatively low level of intention among Jakarta's university students to purchase eco-friendly AMDK products, especially among students outside environmental science disciplines.

Green purchase intention is defined as a consumer's willingness to prefer environmentally friendly products over conventional alternatives and is influenced by cognitive, normative, and emotional drivers (Panopoulos et al., 2023; Chairy & Alam, 2019). Prior studies suggest that this intention is shaped by multiple determinants such as green perceived value, trust, eco-labeling, and product awareness (Chen & Chang, 2012; Chanda et al., 2023; Zhuang et al., 2021; Leelavathi & Satyanarayana, 2024). Specifically, eco-labels serve as critical cues that inform consumers about the environmental attributes of a product, enhancing transparency and trust in sustainable branding (Grankvist et al., 2004; Kumar & Basu, 2023). However, empirical findings on their effectiveness are mixed, while some studies indicate a significant positive relationship between eco-labels and green purchase intention (Pinem, 2019), others report no substantial impact (Saputri, 2021), necessitating further inquiry in specific demographic and contextual settings.

Similarly, green product awareness, or the degree to which consumers are informed about the environmental benefits of a product, plays a vital role in shaping purchase behavior. Research by Nguyen et al. (2019) and Maziriri et al. (2023) highlights its significant influence, although some studies, such as by Jurnal et al. (2022), suggest limited or insignificant effects. These contradictions call for further contextualized analysis, particularly among young urban populations like students in Jakarta. Moreover, green perceived value, defined as the consumer's overall assessment of the environmental utility of a product relative to its cost, is considered a crucial mediating variable in the relationship between eco-awareness and green consumption behaviors (Mensah, 2021; Woo & Kim, 2019). Integrating this mediator can clarify the indirect mechanisms through which eco-labeling and awareness influence purchasing decisions.

This element of trust, particularly in environmental claims and green branding, is proposed as a moderating variable. When consumers trust a brand's environmental commitment, they are more likely to interpret eco-labels and product messaging as credible, thereby enhancing green purchase intention (Alshura & Zabadi, 2016; Wasaya et al., 2021). Given these theoretical foundations and practical imperatives, this study seeks to investigate the determinants of green purchase intention for eco-friendly AMDK products among university students in Jakarta. Specifically, the research examines the influence of green product awareness and eco-labels on green purchase intention, the mediating role of green perceived value, and the moderating role of trust. This investigation aims to fill the gaps in existing literature and provide insights for policymakers and business practitioners to foster sustainable consumer behavior in emerging markets.

## 2. LITERATURE REVIEW
### 2.1 Theoretical Framework
### 2.1.1 Theory of Planned Behavior (TPB)
The Theory of Planned Behavior (TPB), introduced by Ajzen, is one of the most robust theoretical frameworks for predicting human behavior, particularly in the context of sustainable consumption (Maziriri et al., 2023). As an extension of the Theory of Reasoned Action (TRA), TPB incorporates perceived behavioral control as a determinant of intention, alongside attitude and subjective norms. This addition addresses TRA's limitation in explaining behaviors not entirely under volitional control (Yulfinarsyah, 2021).
Numerous scholars have demonstrated TPB's predictive validity for environmentally responsible behavior

(Fielding et al., 2008; Mannetti et al., 2004; Jebarajakirthy & Lobo, 2014). While TPB effectively captures key motivational factors, it has been critiqued for omitting domain-specific variables such as environmental concern and perceived green value, which may enhance the explanatory power in the context of green purchase intention (Donald et al., 2014; Maziriri et al., 2023).

### 2.1.2 Green Product Awareness

Green product awareness refers to the level of consumer recognition and understanding regarding the existence and attributes of environmentally friendly products. According to Cherian and Jacob (2012), it embodies the consumer's awareness of the environmental implications of their consumption behavior. Wong and Tzeng (2021) describe it as the degree of knowledge consumers possess about product features such as recyclable materials, energy efficiency, and carbon footprint. Awareness in this context influences consumer decision-making by increasing the perceived relevance and value of green products (H.P. et al., 2020; Ogiemwonyi & Harun, 2020). Synthesizing prior definitions, green product awareness is a cognitive antecedent to environmentally conscious behavior that shapes perceptions of sustainability and product preference (Mensah, 2021).

**Indicators of Green Product Awareness** (Mensah, 2021):
1. Awareness of eco-friendly products
2. Knowledge of the product's environmental impact
3. Ability to distinguish green from conventional products
4. Willingness to choose green products
5. Belief in contribution to sustainability

### 2.1.3 Eco-Label

Eco-labels, also referred to as green labels, serve as visible cues that indicate a product's compliance with environmental standards. These certifications, issued by governmental or independent bodies, guide consumers in making sustainable choices by communicating product quality, safety, and environmental performance (Shrestha, 2016; Wong & Tzeng, 2021; Kumar & Basu, 2023). Despite their role as instruments of environmental marketing, eco-labels face skepticism concerning their credibility and transparency (Muslim & Indriani, 2014). Nevertheless, effective eco-labeling has been shown to influence green purchase intentions by reducing perceived risks and enhancing consumer trust (Peschel et al., 2019).

**Indicators of Eco-Label Awareness** (Shafira et al., 2022):
1. Recognition of eco-labels when shopping
2. Attraction to eco-labeled products
3. Availability of eco-label information
4. Awareness of government support for eco-labeling
5. Ease of accessing eco-label information

### 2.1.4 Green Perceived Value

Green perceived value is defined as the consumer's overall assessment of a product's utility based on environmental benefits relative to its cost (Tsai & Chien, 2023). This value encompasses not only functional and economic benefits but also emotional and social satisfaction derived from eco-conscious consumption (Chang & Chen, 2008; Ansu-Mensah, 2021). The construct is critical in driving green purchase intention, particularly when consumers perceive that environmental products offer superior value in supporting sustainability and reducing ecological harm (Kong et al., 2014; Rintamaki et al., 2006).

**Indicators of Green Perceived Value** (Mensah, 2021):
1. High value attributed to green products
2. Superior benefits compared to conventional products
3. Contribution to environmental functionality
4. Demonstrated environmental concern in production
5. Perceived long-term sustainability benefit

### 2.1.5 Trust and Green Trust

Trust is a foundational component of consumer decision-making, especially in contexts involving environmental claims. It involves a psychological state where individuals are willing to accept vulnerability based on positive expectations of the other party (Wang et al., 2022; Qalati et al., 2021). In green marketing, trust, often referred to as green trust, emerges from consumer beliefs in a brand's credibility,

environmental commitment, and ethical conduct (Chen, 2010; Tsai & Chien, 2023). Green trust strengthens the relationship between green marketing strategies (e.g., eco-labels and awareness) and green purchase behavior by reducing skepticism and reinforcing belief in environmental claims (Nguyen et al., 2020; Alshura & Zabadi, 2016).

**Indicators of Green Trust** (Shafira et al., 2022):
1. Belief in the brand's environmental commitment
2. Perception of eco-friendly credibility
3. Trust in product authenticity
4. Willingness to rely on green marketing claims
5. Perceived alignment between brand actions and environmental values

**2.1.6 Green Purchase Intention**

Green purchase intention (GPI) is defined as the likelihood or willingness of a consumer to buy environmentally friendly products in the future (Ajzen, 2011; Agyapong et al., 2018). It reflects a deliberate behavioral intention informed by environmental consciousness, perceived product value, and social norms (Panopoulos et al., 2023; Chairy & Alam, 2019). GPI is widely studied as a key outcome in green marketing and sustainability research. It represents the culmination of various psychological and informational inputs that shape consumer choice in favor of sustainable consumption (Tsai & Chien, 2023; Almoussawi et al., 2022).

**Indicators of Green Purchase Intention** (Mensah, 2021):
1. Intention to purchase eco-products in the future
2. Plans to shift from conventional to green alternatives
3. Willingness to buy for personal use
4. Commitment to encourage household green consumption
5. Belief in environmental benefits of green product purchases

**2.2 Previous Research**

Numerous empirical studies have examined the antecedents of green purchase intention (GPI) by incorporating variables such as green product awareness, eco-labels, green perceived value, and trust within various contexts and analytical models. Maziriri et al. (2023), extending the Theory of Planned Behavior (TPB), explored the influence of green product awareness on GPI in Zimbabwe. Their findings confirmed that environmental awareness, social influence, and perceived benefits significantly predict green purchase behaviors. Similar to this, Hartanto et al. (2023) investigated green perceived value and its role in shaping purchase intention through the mediating effect of consumer attitudes. While both studies utilized structural equation modeling (SEM), Hartanto included green brand knowledge as an additional predictor, indicating that attitude toward green products acts as a significant mediating variable.

In the context of eco-labeling, Kumar (2023) provided evidence that eco-labels substantially influence consumer behavior, mediated by perceived behavioral control and willingness to pay more. This was supported by Panopoulos et al. (2022), who found that eco-labels, environmental concern, and influencer-generated content significantly impacted GPI among Generation Z. Meanwhile, Saputri (2021) confirmed the relevance of eco-labels but found that their effect varied depending on how they were integrated with eco-branding and environmental advertising. Likewise, Illahi et al. (2024) identified both eco-labels and environmental awareness as strong predictors of green purchase intention among Gen Z, although they included consumption value as an additional variable.

Several researchers have focused on the moderating and mediating mechanisms within the GPI framework. For instance, Woo and Kim (2019) deconstructed green perceived value into multiple dimensions, showing that each significantly influences attitudes and, consequently, purchase intentions. In line with this, Mensah (2021) revealed that green perceived quality was the strongest predictor of GPI among university students, though availability showed minimal influence. Alhamad et al. (2023) also emphasized the role of green trust in strengthening the consumer-brand relationship, suggesting that it enhances loyalty and mediates the link between perceived value and GPI.

Trust, in particular, has been repeatedly validated as a critical determinant. Nguyen et al. (2019) highlighted the interconnected roles of eco-labels, green trust, and perceived value, all of which significantly influenced green purchase intention in Vietnam. Similarly, Almoussawi et al. (2022) identified trust as a moderating factor in the relationship between green marketing elements and GPI,

emphasizing its role in shaping sustainable consumption decisions among Iraqi university students. Tsai and Chien (2023) further substantiated that green brand image and green trust jointly contributed to enhanced perceived value, ultimately influencing GPI in the context of electric vehicle purchases.

Other studies have presented more nuanced findings. For instance, Pinem (2018) found that gender moderated the effect of eco-labels and social influencers on GPI among millennial consumers, revealing higher responsiveness among male respondents. Dermawan et al. (2022), focusing on bottled water (AMDK), found no significant influence of green awareness and green packaging on GPI, contrasting with findings from Winarni (2024), who concluded that green brand awareness mediates the relationship between green products and purchase intention. Wong and Tzeng (2021) also suggested that food safety attitudes and organic labeling awareness mediate the effect of green product awareness on organic food purchase intentions, underlining the complexity of consumer cognition in sustainability contexts.

Furthermore, Wasaya et al. (2021) integrated environmental awareness and green perceived risk into their model and confirmed the significant impact of green trust and perceived quality on GPI. In a complementary study, Amin and Tarun (2021) demonstrated that emotional value was the most influential consumption factor affecting GPI, with green trust showing strong mediating effects. In another related finding, Alamsyah et al. (2021) discovered that perceived innovation did not significantly impact trust, suggesting that innovation alone is insufficient without environmental credibility.

Finally, studies by Rahmadhani and Widodo (2023) and Tahir (2021) focused specifically on the Aqua bottled water brand and broader consumer contexts respectively, both confirming that green trust and brand awareness substantially influence purchase intentions. However, Tahir noted that trust was not always significant, highlighting potential variability depending on brand perception and demographic characteristics.

Taken together, these studies reveal that green product awareness, eco-labels, green perceived value, and trust are central to understanding green purchase intention. However, the findings also suggest that these relationships may be moderated or mediated by contextual factors such as consumer demographics, cultural values, perceived behavioral control, and environmental knowledge. These insights underscore the importance of context-specific analysis and support the relevance of the present study, which examines the influence of green product awareness and eco-labels on green purchase intention through green perceived value, with trust as a moderating variable, specifically within the urban student demographic in Jakarta.

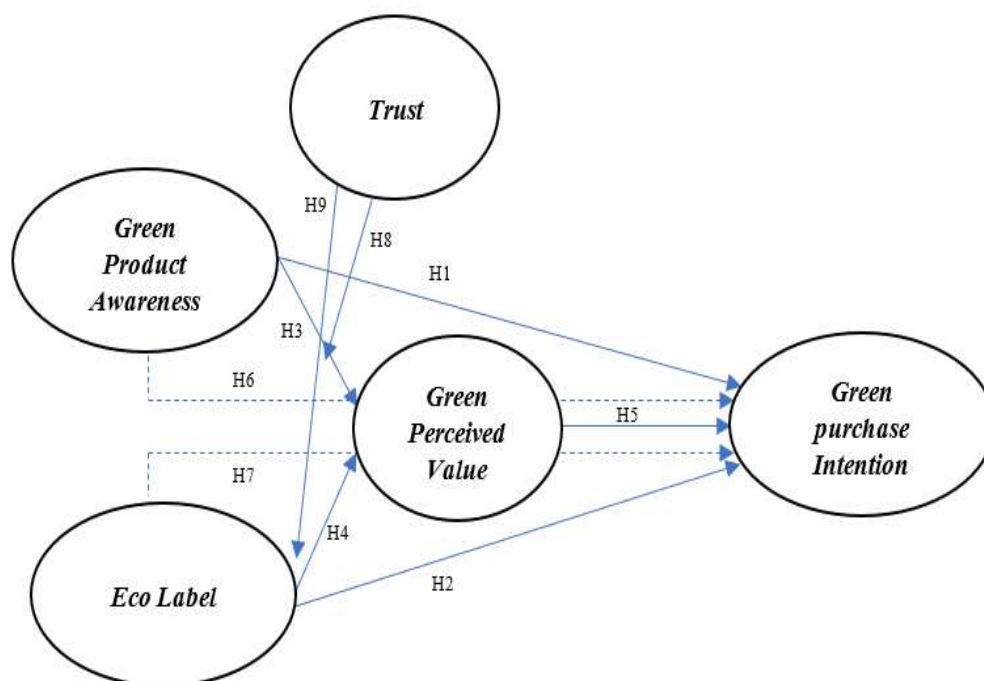## 2.3 Theoretical Framework and Hypothesis Development



**Figure 1. Framework**

### 2.3.1 The Effect of Green Product Awareness on Green Purchase Intention

Environmentally friendly products typically possess characteristics such as energy efficiency, recyclability, low emissions, and health benefits (Jain, 2013; Mensah, 2021). Fostering awareness among consumers regarding the environmental impact of their consumption behavior is considered a critical step toward encouraging environmentally responsible purchases. When consumers are aware of the environmental attributes of a product, they are more likely to develop favorable attitudes and intentions toward purchasing such products (Wu & Y.J., 2014; Dermawan et al., 2022). Supporting this, Nguyen et al. (2018) argued that consumer awareness of green product performance enhances their motivation to protect the environment through purchase decisions. Empirical evidence from Maziriri et al. (2023) and Mensah (2021) consistently confirms that green product awareness positively and significantly affects green purchase intention. However, Dermawan et al. (2022) noted contrasting results in their study, suggesting that the absence of clear eco-labels may explain the non-significant influence of awareness. Based on this review, the following hypothesis is proposed:

H1: Green product awareness has a positive and significant effect on green purchase intention.

### 2.3.2 The Effect of Eco-Label on Green Purchase Intention

Eco-labels serve as information cues that guide consumers toward environmentally conscious choices. They can reduce information asymmetry and stimulate awareness of environmental consequences, encouraging sustainable purchasing behavior (Rashid, 2009; Panopoulos, 2022). According to Grankvist et al. (2004), eco-labels facilitate consumer decision-making by communicating a brand's environmental commitment. Teisl et al. (2002) also emphasized that consumers perceive eco-labeled products more positively, resulting in higher purchase likelihood. Empirical studies by Kumar (2023) and Pinem (2018) have shown that eco-labels significantly influence green purchase intentions. However, Saputri (2021) found that among millennial consumers in Jakarta, eco-labels were not a significant predictor, highlighting a potential gap in label effectiveness or recognition. From these findings, the following hypothesis is formulated:

H2: Eco-label has a positive and significant effect on green purchase intention.

### 2.3.3 The Effect of Green Product Awareness on Green Perceived Value

Green product awareness (GPA) reflects consumers' knowledge and understanding of environmentally friendly products, while green perceived value (GPV) refers to their evaluation of the environmental and functional benefits of such products. Consumers with high GPA are likely to assign greater value to green products due to increased recognition of their environmental impact (Watanabe et al., 2020). When consumers are educated about the benefits of sustainability, they tend to develop favorable perceptions of product value, which reinforces their intention to purchase (Nguyen et al., 2018). Accordingly, awareness plays a foundational role in shaping value perception. Based on this premise, the following hypothesis is proposed:

H3: Green product awareness has a positive and significant effect on green perceived value.

### 2.3.4 The Effect of Eco-Label on Green Perceived Value

Eco-labels are visual identifiers that signal a product's adherence to environmental standards. They influence consumer perceptions by validating a brand's environmental claims, thereby enhancing the perceived value of the product (Lin et al., 2017). According to Ahn and Jung (2004), consumers who actively purchase eco-labeled products assign greater importance to environmental attributes compared to non-buyers. Kaczorowska (2019) also suggested that while eco-labels increase awareness, their effectiveness may be constrained if they are not widely recognized. Nonetheless, the presence of eco-labels generally enhances consumer confidence and perceived benefit. Consequently, the following hypothesis is proposed:

H4: Eco-label has a positive and significant effect on green perceived value.

### 2.3.5 The Effect of Green Perceived Value on Green Purchase Intention

Green perceived value represents the net environmental and personal benefit that consumers associate with green products. This perception is shaped by the trade-off between perceived benefits and the resources required for purchase (Yazdanifard & Mercy, 2011; Hurriyati, 2017). Consumers tend to choose products that they believe offer the highest value, particularly in terms of environmental contribution and product functionality. Lam et al. (2017) emphasized the role of GPV in strengthening long-term consumer relationships, while Mensah (2021) and Woo & Kim (2019) empirically confirmed its strong influence on purchase intention. Although Hartanto et al. (2023) found that not all dimensions of GPV

significantly influence purchase intention, the overall construct remains a key predictor. Based on these findings, the following hypothesis is offered:

H5: Green perceived value has a positive and significant effect on green purchase intention.

### 2.3.6 The Mediating Role of Green Perceived Value

Green perceived value acts as a mediating mechanism that translates consumer awareness and eco-label exposure into behavioral intentions. Chen and Chang (2012) suggested that increasing GPV not only aligns with global environmental regulations but also enhances green trust and purchase intention. In support, Nhu and My (2019) demonstrated that eco-labels indirectly influence green purchase intention through their effect on GPV. Therefore, a heightened perception of value bridges the cognitive understanding of green attributes with actual consumer behavior. Based on this, the following mediating hypotheses are proposed:

H6: Green perceived value mediates the relationship between green product awareness and green purchase intention.

H7: Green perceived value mediates the relationship between eco-label and green purchase intention.

### 2.3.7 The Moderating Role of Trust

Trust is a pivotal construct in green marketing, influencing how consumers interpret and evaluate eco-claims. It enhances credibility, reduces skepticism, and strengthens the impact of awareness and eco-labels on perceived value (Doe & Smith, 2023). Consumers who trust a brand are more likely to perceive green-labeled products as authentic and valuable (Brown & Lee, 2023). Hence, trust acts as a moderator, amplifying the relationship between green product awareness or eco-labels and the perceived value consumers assign to green products. Drawing from these insights, the following hypotheses are developed:

H8: Trust moderates the relationship between green product awareness and green perceived value.

H9: Trust moderates the relationship between eco-label and green perceived value.

### 3. METHODOLOGY

The research adopts a quantitative design, emphasizing statistical measurement and analysis to identify patterns and relationships among variables. This approach enables generalization to a broader population and produces objective, quantifiable data. However, it may not capture in-depth contextual insights or individual experiences (Sugiyono, 2018). In this study, a survey method was used to examine the influence of three exogenous variables, Green Product Awareness, Green Perceived Value, and Eco-Label, on Green Purchase Intention. Trust was positioned as a moderating variable in this relationship. The research focuses on students in Jakarta who consume bottled drinking water, making them the primary unit of analysis.

Each variable was operationalized with a set of indicators based on previous literature. Green Product Awareness refers to consumer understanding that purchasing eco-friendly products benefits the environment. Indicators include awareness through media, knowledge of product characteristics, and purchasing behavior. Green Perceived Value reflects the benefits consumers associate with green products, such as waste reduction, long-term usefulness, and environmental impact. Eco-Label represents government or third-party certified labeling on products, symbolizing environmental compliance. Trust is defined as consumers' belief in the environmental claims and performance of a product or brand, while Green Purchase Intention captures consumers' willingness and likelihood to choose environmentally friendly products over conventional ones.

Data was gathered from two primary sources. Primary data came directly from respondents through questionnaires, while secondary data was collected from academic publications, institutional reports, and online sources relevant to the topic. The population consisted of final-year Environmental Engineering students from universities in Jakarta who are familiar with and consume bottled water products. The population size was 1,453 students, distributed across four areas in the city. Using Slovin's formula with a 5% margin of error, the required sample size was calculated to be 314. To ensure proportional representation, stratified random sampling was employed based on the number of students in each region. This ensured the sample accurately reflected the population structure, providing a solid foundation for generalization.

Data collection was conducted through two methods. Secondary data was obtained via literature review, including books, journal articles, and online publications. Primary data was collected using a structured

questionnaire designed to capture information about the research variables. The instrument was pre-tested with 30 respondents to ensure the validity and reliability of each construct. Validity was measured using Pearson's product-moment correlation, where a statement is considered valid if its correlation coefficient exceeds the critical value. Reliability was assessed using Cronbach's Alpha, with a threshold of 0.60 indicating acceptable internal consistency (Hair et al., 2019).

Descriptive statistical analysis was employed to interpret the characteristics of the sample and responses. This included calculating measures of central tendency such as mean, median, and mode, as well as dispersion measures like standard deviation. Frequency distributions and Likert-scale categorizations helped in understanding how respondents perceived each variable. Scores were then categorized into interpretive ranges such as "strongly disagree," "disagree," "neutral," "agree," and "strongly agree," making the data more accessible for analysis and interpretation.

To test the hypotheses, the study applied Structural Equation Modeling (SEM) using LISREL 8.8. SEM was chosen because it is well-suited for testing complex relationships among multiple latent variables, especially when a model includes mediating or moderating variables. The SEM approach consists of two main components: the measurement model and the structural model. The measurement model was analyzed using Confirmatory Factor Analysis (CFA), which assesses the validity and reliability of latent constructs. Validity was evaluated through factor loadings, with values above 0.5 deemed acceptable, though 0.7 or higher was preferred. Average Variance Extracted (AVE) values above 0.5 indicated good convergent validity, while Construct Reliability (CR) values above 0.7 confirmed internal consistency. Discriminant validity was assessed by comparing the square root of AVE with inter-construct correlations, ensuring each construct was distinct.

Each latent construct in the model, Green Product Awareness, Green Perceived Value, Eco-Label, Trust, and Green Purchase Intention, was measured using multiple indicators validated through CFA. This step ensured that the instruments accurately captured the theoretical constructs they were designed to measure. The CFA results were presented in model diagrams that visually depicted the factor loadings and construct relationships.

The structural model connected the latent constructs using a system of simultaneous equations. SEM allowed the endogenous variable in one equation to act as an exogenous variable in another, enabling analysis of complex mediating and moderating relationships. To assess the overall model fit, multiple goodness-of-fit indices were used. Absolute fit measures such as the Chi-square test, Goodness-of-Fit Index (GFI), and Root Mean Square Error of Approximation (RMSEA) were calculated. Incremental fit measures, including Adjusted Goodness-of-Fit Index (AGFI), Tucker-Lewis Index (TLI), Normed Fit Index (NFI), and Comparative Fit Index (CFI), were also considered. Lastly, Parsimonious Fit Measures like the Chi-square/df ratio (CMIN/DF) ensured the model was not only statistically sound but also efficient in terms of parameter estimation.

These goodness-of-fit indices helped evaluate how well the hypothesized model corresponded to the observed data. For example, a GFI value of 0.90 or higher indicated a good fit, while RMSEA values below 0.08 were considered acceptable. If the values fell within the recommended thresholds, it confirmed the model's suitability for hypothesis testing and interpretation.

Finally, the study's findings were intended to offer practical recommendations for stakeholders in the bottled water industry. Companies can leverage insights from the model to strengthen consumers' environmental awareness, emphasize the value of green products, and communicate eco-label credibility more effectively. Enhancing trust in green product performance is essential to cultivating stronger green purchase intentions, particularly among environmentally aware student populations in urban centers like Jakarta.

By integrating statistical rigor with applied recommendations, this research aims not only to contribute to academic discourse on green consumer behavior but also to inform marketing strategies and sustainability initiatives in the fast-growing bottled water market. The methodology thus bridges theoretical modeling and real-world application, offering valuable insights for both scholars and practitioners.

## 4. RESULT AND DISCUSSION

### 4.1. Respondent Profile

The demographic profile of respondents plays a crucial role in contextualizing the findings of this study, particularly in understanding consumer attitudes toward green products among environmentally conscious populations. This study involved a total of 305 valid responses from final-year Environmental Engineering students in Jakarta, who are expected to have a foundational understanding of environmental issues. Their characteristics were categorized based on gender, age, awareness of green products, and concern for environmental sustainability. These factors are considered essential because demographic attributes can influence cognitive perceptions, environmental values, and ultimately, purchasing intentions for green-labeled products.

Table 1. Respondent Profile

| Category | Classification | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 129 | 42.29% |
| | Female | 176 | 57.71% |
| | Total | 305 | 100% |
| Age | < 20 years | 120 | 39.34% |
| | 20–25 years | 152 | 49.84% |
| | > 25 years | 33 | 10.82% |
| | Total | 305 | 100% |
| Awareness of Green Products | Aware | 299 | 98.03% |
| | Not Aware | 6 | 1.97% |
| | Total | 305 | 100% |
| Concern for Green Products | Concerned | 270 | 88.52% |
| | Not Concerned | 35 | 11.48% |
| | Total | 305 | 100% |

From the gender distribution, the study revealed that female respondents (57.71%) slightly outnumbered male respondents (42.29%). This dominance of female participation could suggest a stronger representation of women in environmental engineering or a greater interest among female students in responding to topics related to environmental responsibility. Gender has been shown in previous studies to correlate with environmental behavior, where women are often reported to exhibit higher environmental concern and engagement. In terms of age, the majority of participants (49.84%) were within the 20–25 year age group, followed by 39.34% who were under 20 years of age. A smaller proportion (10.82%) were older than 25 years. These findings align with the academic stage of the targeted respondents, confirming that most were undergraduate students nearing graduation. The dominance of this young adult demographic is significant, as previous literature suggests that younger consumers are more open to sustainability-related behaviors and more responsive to green marketing strategies. Awareness of green products was remarkably high among respondents, with 98.03% indicating they were aware of environmentally friendly products, particularly in the context of bottled drinking water (AMDK). This high level of awareness implies that the respondents are well-exposed to the concept of environmental sustainability through academic learning, media, and social discourse. Such awareness forms a critical foundation for influencing purchase behavior and can enhance the effectiveness of eco-labels and green product communication strategies.

Likewise, the level of concern for green products was also significant. A total of 88.52% of respondents stated they were concerned about the environmental impact of the products they use. This strong concern suggests that the respondents are not only knowledgeable but also emotionally invested in environmental preservation. This presents a clear opportunity for businesses to align their product strategies with environmental values, particularly in targeting young, educated, and environmentally aware consumers. The respondent profile confirms that the sample was highly relevant and well-aligned with the research objectives. The demographic composition suggests that the findings are likely to reflect the attitudes and behavioral tendencies of a young, educated, and environmentally sensitive group, offering valuable insights into the adoption and intention toward green product consumption, especially in the context of eco-labeled bottled water in urban Indonesia.

### 4.2. Descriptive Statistics

The descriptive statistics in this study offer a comprehensive overview of how respondents perceived each construct measured in the model. By examining the mean and standard deviation of each variable and its respective indicators, we can better understand the general attitudes and behavioral tendencies of students toward environmentally friendly bottled water products. These insights are essential in assessing the strength of each variable in predicting green purchase intention.

Table 2. Descriptive Statistics

| No | Variable | Mean | Standard Deviation | Highest Indicator (Mean) | Lowest Indicator (Mean) |
|---|---|---|---|---|---|
| 1 | Green Product Awareness | 3.551 | 0.866 | GPA2 – Understanding of materials and benefits (3.695) | GPA5 – Belief in contribution to sustainability (3.370) |
| 2 | Eco-Label | 3.619 | 0.826 | EL3 – Availability of eco-label information (3.685) | EL1 – Paying attention to eco-label when purchasing (3.548) |
| 3 | Green Perceived Value | 3.563 | 0.928 | GPV4 – Contributes to environmental preservation (3.623) | GPV1 – Reduces waste and pollution (3.505) |
| 4 | Trust | 3.593 | 0.788 | BT4 – Environmental concern meets expectations (3.656) | BT3 – Trust in environmental claims (3.475) |
| 5 | Green Purchase Intention | 3.649 | 0.806 | GPI5 – Buying products that do not pollute (3.748) | GPI4 – Willingness to increase green purchase in future (3.525) |

The results show moderate to high mean values across all five variables, indicating a generally positive perception among respondents toward green products and related constructs. The variable with the highest average mean was Green Purchase Intention (Mean = 3.649), suggesting that respondents exhibited a strong willingness to purchase environmentally friendly bottled water. This was followed by Eco-Label (Mean = 3.619), Trust (Mean = 3.593), Green Perceived Value (Mean = 3.563), and Green Product Awareness (Mean = 3.551). All standard deviation values ranged below 1.0, indicating relatively low dispersion of responses and high consistency among participants. In detail, Green Product Awareness (Mean = 3.551, SD = 0.866) reflects that students possess a moderate level of awareness about green products. The highest scoring indicator was GPA2 (Mean = 3.695), which refers to respondents' understanding of the raw materials and environmental benefits associated with green products. This implies a strong cognitive awareness among students. However, the lowest score was GPA5 (Mean = 3.370), which relates to the belief that buying green products contributes to a sustainable future. This suggests that while knowledge exists, confidence in personal impact may still need strengthening.

For Eco-Label (Mean = 3.619, SD = 0.826), the findings indicate that respondents are receptive to eco-labeling and understand its presence in the market. EL3 (Mean = 3.685), which captures the perceived availability of eco-label information, was the highest scoring item, demonstrating that respondents are well-informed. However, EL1 (Mean = 3.548) shows that respondents are slightly less attentive to eco-labels during purchasing decisions, hinting at a disconnect between awareness and action. The variable Green Perceived Value (Mean = 3.563, SD = 0.928) also received favorable responses. GPV4 (Mean = 3.623), which emphasizes the value of products in preserving the environment, scored the highest. This indicates that respondents appreciate the long-term ecological benefit of green products. Conversely, GPV1 (Mean = 3.505), focusing on waste and pollution reduction, was the lowest, suggesting that practical environmental outcomes may be less emphasized in their evaluations.

Trust (Mean = 3.593, SD = 0.788) was found to be quite strong among the respondents. BT4 (Mean = 3.656), related to expectations being met by the brand's environmental concern, stood out as the most favorable, reflecting a positive perception of brand consistency. However, BT3 (Mean = 3.475) showed slightly lower trust in environmental claims made by the products, implying that while overall trust exists, skepticism toward marketing narratives still persists. Lastly, Green Purchase Intention (Mean = 3.649, SD = 0.806) had the highest mean of all variables, underscoring strong behavioral intentions to support green

products. GPI5 (Mean = 3.748), stating that purchasing decisions are based on pollution-free product attributes, was the most agreed upon, indicating that environmental impact is a decisive factor. The lowest, GPI4 (Mean = 3.525), reflects only moderate willingness to increase green product purchases in the future, revealing a potential gap between current intentions and future behavioral commitment. The descriptive analysis confirms that students demonstrate a solid foundation of awareness, value perception, and trust in environmentally friendly products, particularly bottled water. While general attitudes are favorable, there remains an opportunity to enhance belief in personal environmental impact and increase future behavioral commitment, areas which businesses and policymakers can address through targeted sustainability communication and behavioral nudges.

### 4.3. Validity and Reliability

The validity and reliability testing process is crucial in ensuring that the instrument used in the research accurately measures the intended constructs and does so consistently. This study conducted both confirmatory factor analysis (CFA) for validity testing and composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha for reliability assessment. These steps confirm that the measurement model is statistically sound and theoretically grounded.

### 4.3.1. Validity Testing

Validity was examined using CFA with LISREL 8.70, where each observed indicator's loading factor was evaluated. Based on Hair et al. (2019), an item is considered valid if its standardized factor loading exceeds 0.50. Indicators falling below this threshold were considered for removal and the CFA was re-run without them. For the Green Product Awareness (GPA) variable, the initial test revealed that one item (GPA2) was invalid, with a loading factor of 0.49. After removing this item, the subsequent CFA showed that the remaining four indicators had loading values ranging from 0.65 to 0.89, confirming their validity. Similarly, in the Eco-Label (EL) construct, one item (EL4) was identified as invalid with a loading of 0.48. Upon its removal, the revised CFA showed improved loading factors, ranging from 0.65 to 0.92, indicating all remaining items were valid. For Green Perceived Value (GPV), the third indicator (GPV3) failed to meet the validity threshold with a loading of 0.46. Once excluded, the remaining items achieved factor loadings between 0.75 and 0.84, confirming their appropriateness for measuring the construct. In contrast, both Trust (BT) and Green Purchase Intention (GPI) constructs demonstrated full validity from the initial CFA. All indicators in these two variables showed factor loadings greater than 0.50, signifying that no modifications were necessary for these dimensions.

### 4.3.2. Reliability Testing

Reliability was evaluated using three metrics: Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha. According to Hair et al. (2019), CR values above 0.70 and AVE values above 0.50 indicate good internal consistency and convergent validity. Green Product Awareness (GPA): CR = 0.88, AVE = 0.65. Eco-Label (EL): CR = 0.90, AVE = 0.71. Green Perceived Value (GPV): CR = 0.86, AVE = 0.62. Trust (BT): CR = 0.84, AVE = 0.51. Green Purchase Intention (GPI): CR = 0.88, AVE = 0.59. These results indicate that each variable is not only reliable but also exhibits sufficient convergent validity, ensuring that the indicators indeed reflect the underlying latent construct. Further confirmation was obtained through Cronbach's Alpha, where all variables exceeded the minimum reliability threshold of 0.70. Specifically, Green Product Awareness: 0.862, Eco-Label: 0.899, Green Perceived Value: 0.860, Trust: 0.833, Green Purchase Intention: 0.879. The high Cronbach's alpha values demonstrate a high level of internal consistency among the items within each construct. The results of both the CFA and reliability testing provide strong evidence that the measurement instruments used in this study are both valid and reliable. The removal of three invalid items (one from GPA, one from EL, and one from GPV) enhanced the psychometric quality of the model. This rigorous measurement validation supports the robustness of subsequent hypothesis testing and structural model analysis.

### 4.4. Model Fit Evaluation (Goodness of Fit Test)

The evaluation of the structural model in this study begins with the overall model fit test, which assesses how well the theoretical model aligns with the observed data. This analysis is conducted through several key indices derived from the LISREL 8.70 output, following the goodness-of-fit criteria outlined by Hair et al. (2019). A good model fit indicates that the relationships specified in the structural model adequately reflect the data structure. These indices include absolute fit measures, incremental fit indices, and parsimony-based measures, all of which provide insight into the adequacy of the model. The summary of model fit indices is presented in the following table:

**Table 3. Model Fit Indices Summary**

| Fit Index | Description | Value | Acceptable Threshold | Interpretation |
|---|---|---|---|---|
| Goodness of Fit Index (GFI) | Measures the extent to which the model reproduces the observed covariance matrix | 0.80 | > 0.90 | Marginal Fit |
| Root Mean Square Error of Approximation (RMSEA) | Assesses the discrepancy per degree of freedom between the observed and hypothesized model | 0.010 | < 0.08 | Good Fit |
| Normed Fit Index (NFI) | Compares the fit of the user-specified model to a null model | 0.96 | > 0.90 | Good Fit |
| Adjusted Goodness of Fit Index (AGFI) | Adjusts GFI based on model complexity | 0.73 | ≥ 0.90 | Marginal Fit |
| Comparative Fit Index (CFI) | Improves upon NFI by taking sample size into account | 0.97 | > 0.90 | Good Fit |
| Incremental Fit Index (IFI) | Adjusts for sample size and parsimony issues | 0.97 | > 0.90 | Good Fit |
| Relative Fit Index (RFI) | Compares the chi-square value of the proposed model with the null model | 0.95 | > 0.90 | Good Fit |

The results presented in Table 3 demonstrate that the structural model meets most of the recommended thresholds for model fit. The RMSEA value of 0.010 indicates an excellent fit, well below the cutoff point of 0.08. Likewise, the NFI (0.96), CFI (0.97), IFI (0.97), and RFI (0.95) all surpass the minimum acceptable value of 0.90, confirming a strong incremental fit. These results suggest that the proposed structural model explains the observed relationships in the data with high accuracy. However, the GFI and AGFI values, 0.80 and 0.73 respectively, fall short of the standard threshold of 0.90. These results indicate a marginal fit, implying that although the model structure is generally appropriate, there may be room for improvement in terms of how comprehensively the model explains the covariance structure of the data. Nonetheless, marginal values in these indices are still considered acceptable in social science research, especially when supported by strong performance in other fit indices.
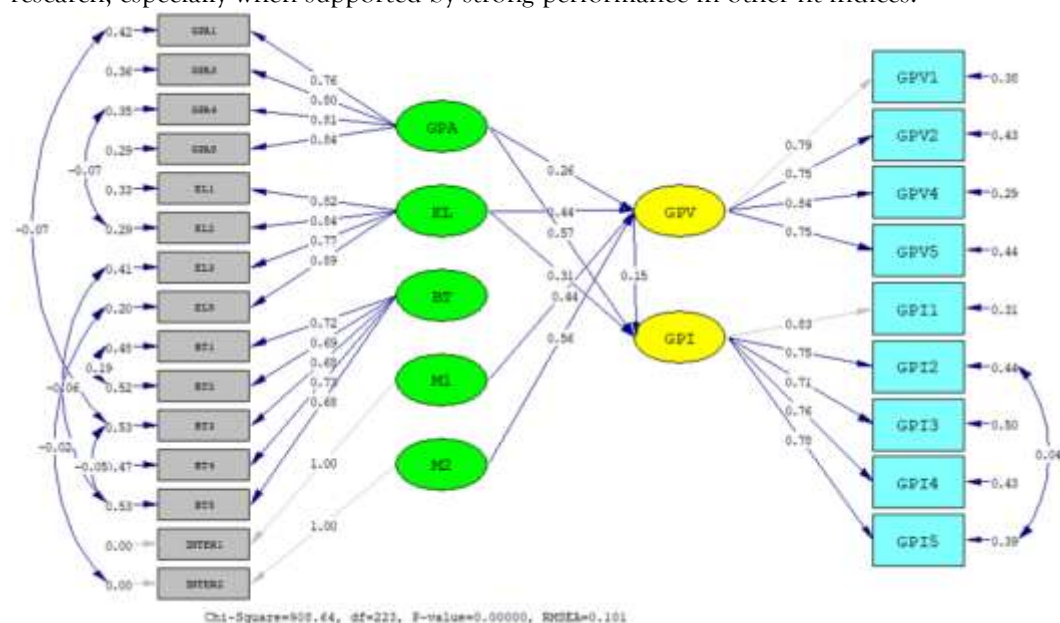


Chi-Square=908.64, df=223, P-value=0.00000, RMSEA=0.101

**Figure 2. Structural Model**

The combination of good RMSEA, NFI, CFI, IFI, and RFI values compensates for the marginal GFI and AGFI, resulting in a model that is statistically acceptable and theoretically sound. The model is deemed fit for further analysis, including hypothesis testing and path coefficient interpretation. Furthermore, the

conformity of the model with empirical data confirms its robustness in capturing the dynamics between green product awareness, eco-labeling, green perceived value, trust, and green purchase intention. These results validate that the theoretical framework of the study is well-represented in the structural equation model, supporting the continuation of analysis into structural relationships and hypothesis testing in the subsequent stages.

### 4.5. Hypothesis Testing Results

The hypothesis testing in this study was conducted using Structural Equation Modeling (SEM) through LISREL 8.70, focusing on the critical ratio (CR) or t-value for significance assessment. At a 95% confidence level ($\alpha = 0.05$), the critical threshold for significance is 1.96, as suggested by Hair et al. (2019). Thus, a t-value greater than 1.96 indicates that the corresponding path is statistically significant and supports the proposed hypothesis. The figure from LISREL output (Figure 3) visually illustrates the structural relationships and path coefficients among variables. However, to provide clearer interpretation and facilitate hypothesis evaluation, Table 4 presents the numerical results from the LISREL output, including path coefficients, t-values, and decisions for each hypothesis.
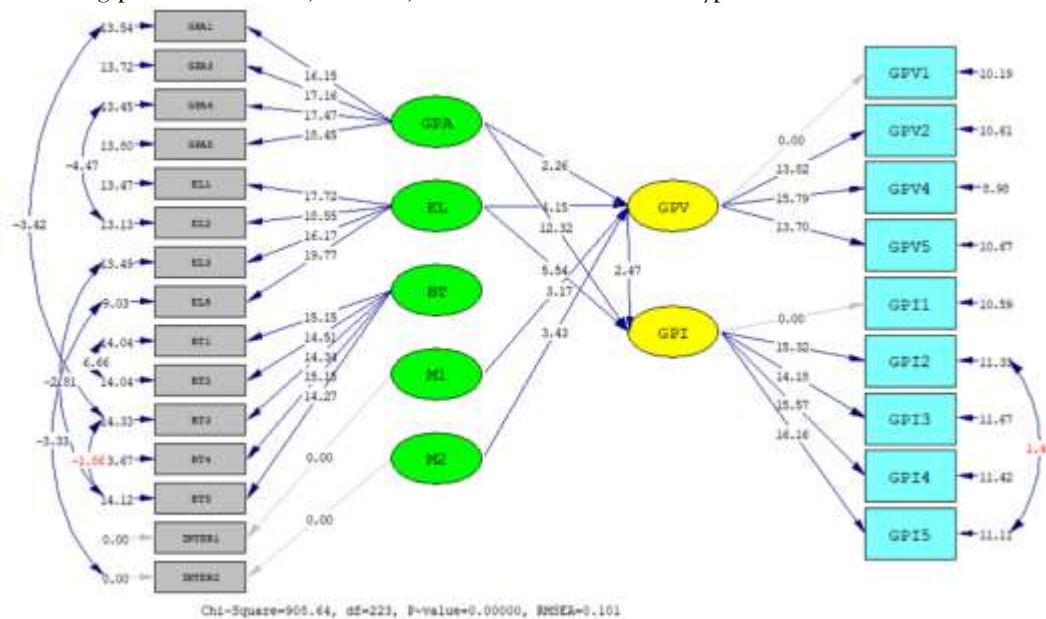


Figure 3. Hypothesis Test

Table 4. Coefficients

| Path | Coefficient | t-Value | Conclusion |
|---|---|---|---|
| Green Product Awareness → Green Purchase Intention | 0.57 | 12.32 | H1 Accepted |
| Eco-Label → Green Purchase Intention | 0.31 | 5.54 | H2 Accepted |
| Green Product Awareness → Green Perceived Value | 0.26 | 2.26 | H3 Accepted |
| Eco-Label → Green Perceived Value | 0.44 | 4.15 | H4 Accepted |
| Green Perceived Value → Green Purchase Intention | 0.15 | 2.47 | H5 Accepted |
| Green Product Awareness → Green Perceived Value → Green Purchase Intention | 0.04 | 1.65 | H6 Rejected |
| Eco-Label → Green Perceived Value → Green Purchase Intention | 0.07 | 2.33 | H7 Accepted |
| Green Product Awareness * Trust → Green Purchase Intention | 0.44 | 3.17 | H8 Accepted |
| Eco-Label * Trust → Green Purchase Intention | 0.56 | 3.43 | H9 Accepted |

The findings show that most hypothesized relationships are statistically significant, supporting the theoretical framework of the study. H1 and H2 confirm that both green product awareness and eco-labels directly influence green purchase intention. Among these, green product awareness has a stronger effect (β = 0.57) compared to eco-labels (β = 0.31), indicating that awareness plays a more dominant role in shaping environmentally conscious buying behavior. H3 and H4 demonstrate that both antecedents significantly impact green perceived value, with eco-labels again having a relatively stronger effect (β = 0.44) than awareness (β = 0.26). This suggests that labels act as credible signals that enhance consumers' perception of environmental value. H5 confirms that green perceived value positively affects green purchase intention, supporting the notion that perceived environmental benefits enhance consumer intention to purchase. H6, however, is rejected. This implies that green perceived value does not significantly mediate the relationship between green product awareness and green purchase intention, possibly due to the strong direct effect of awareness, overshadowing any indirect influence through perceived value. H7 is accepted, confirming that green perceived value mediates the relationship between eco-labels and green purchase intention. This reinforces the functional role of eco-labels in shaping perceived benefits, which in turn enhances purchase intention. H8 and H9 validate the moderating role of trust in the relationships between both awareness and eco-labels with purchase intention. The interaction terms are significant, meaning that trust amplifies the effect of green signals (awareness and eco-labels) on purchase decisions. Among the two, the moderating effect is stronger for eco-labels (β = 0.56) compared to awareness (β = 0.44), highlighting the crucial role of credibility in sustainable consumption. The SEM hypothesis testing confirms the robustness of the proposed research model, with 8 out of 9 hypotheses accepted. These results demonstrate the importance of green awareness, eco-label credibility, and consumer trust in driving environmentally responsible consumption behavior among university students. Furthermore, the study underscores the mediating and moderating mechanisms that refine our understanding of green purchase intentions in the context of eco-labeled bottled water products.

## 4.6. DISCUSSION

The results indicate that the higher the level of green product awareness, the stronger the consumers' intention to purchase environmentally friendly products. This finding aligns with the theoretical perspective that awareness of the environmental attributes of a product, such as its sustainable raw materials, eco-friendly packaging, and energy-efficient production processes, shapes a consumer's attitude and behavioral intention. In line with Ajzen's Theory of Planned Behavior (1991), awareness contributes to the formation of favorable attitudes, which in turn shape behavioral intentions. Awareness, in this case, does not merely imply knowledge acquisition but also reflects an individual's internalization of sustainability-related values. Empirical support for this finding is provided by Maziriri et al. (2023), who found a significant and positive relationship between green product awareness and consumers' willingness to purchase green products. Similarly, Mensah (2021) emphasized that consumers who are well-informed about environmental benefits such as waste reduction and the use of renewable resources are more likely to shift their purchasing behavior in alignment with these environmental values. In the present study, students with high levels of green awareness demonstrated a heightened sensitivity to sustainability cues in product marketing, leading to an increased preference for green alternatives.

Rahmadhani and Widodo (2023) reinforce this conclusion by showing that environmentally aware consumers consider long-term ecological consequences, not just price and product quality. This suggests a paradigm shift toward sustainable consumption driven by a growing environmental ethic. Furthermore, Winarni (2024) confirms that consumers with high green product awareness prefer green products even at premium prices, indicating their willingness to pay more for perceived environmental and health benefits. The descriptive statistical analysis further supports this influence. The average score for green product awareness was 3.551, with the highest indicator being "I understand well the materials and benefits of environmentally friendly products" (mean = 3.695). This demonstrates a relatively high awareness level among the respondents. However, one of the lowest-rated indicators, "I believe that purchasing environmentally friendly products contributes to a sustainable future" (mean = 3.370), suggests that a degree of skepticism remains regarding the real impact of individual purchasing behavior on environmental sustainability. Such a finding echoes Dermawan et al. (2022), who argue that while

awareness contributes to purchase intention, it must be reinforced with accurate and transparent information to influence behavior effectively. Thus, eco-labels, advertising, and social media campaigns play a critical role in bridging this gap and shaping perceptions of environmental efficacy.

This research supports the Theory of Planned Behavior by confirming the role of awareness in developing favorable attitudes toward green products. Furthermore, it advances the understanding of the consumer decision-making process by highlighting that awareness is a foundational antecedent to green behavior, which must be complemented by trust, perceived value, and access to information to result in consistent green consumption. This findings offer actionable insights for marketers and policymakers. Companies should invest in informative and persuasive environmental campaigns to increase consumer awareness. Educational institutions and environmental NGOs could collaborate to incorporate environmental sustainability into curricula and community outreach programs, particularly targeting youth demographics. Informational campaigns should emphasize tangible outcomes of purchasing green products, such as reduced carbon footprints, support for sustainable supply chains, and improved public health, to dispel skepticism and reinforce the perception that individual choices matter.

Many brands have begun to highlight environmental aspects through eco-packaging, recycling initiatives, and sustainable branding. These efforts align with consumer preferences, especially among younger, environmentally conscious demographics. However, the findings here suggest that such efforts must go beyond superficial claims; they must include transparent, credible, and detailed information to enhance consumer confidence and purchasing motivation. In industries such as food and beverages, personal care, and fashion, the impact of green awareness is already apparent. Brands that market organic, biodegradable, or cruelty-free products are increasingly favored. In the bottled water industry, for instance, environmentally aware students are likely to choose brands that use biodegradable packaging or participate in environmental restoration programs. It is also worth noting that the skepticism regarding the effectiveness of green purchasing in contributing to a sustainable future calls for broader systemic changes. Governmental policy should support this consumer shift through regulatory frameworks, including mandatory labeling, incentives for sustainable business practices, and the promotion of environmental education. Green product awareness significantly influences green purchase intention among environmentally aware consumers. However, for this awareness to translate into consistent green behavior, it must be reinforced through strategic communication, credible eco-labels, and a supportive institutional environment. Future research could further explore how personal values, cultural context, and product categories mediate this relationship.

## 5. CONCLUSION

This study has explored the relationships among green product awareness, eco-labels, green perceived value, trust, and green purchase intention, particularly among environmentally conscious consumers. The research confirms that awareness of green products and the presence of eco-labels are key determinants of consumers' intention to purchase environmentally friendly products. These factors influence not only individual behavior but also reflect broader values related to sustainability and environmental responsibility. The study highlights that when consumers are more aware of the environmental benefits of a product, they are more likely to develop a favorable attitude toward purchasing it. Similarly, eco-labels serve as credible cues that help consumers identify products that align with their environmental values. These findings support the notion that providing clear, relevant, and trustworthy information about a product's environmental attributes can influence purchase decisions. Moreover, the research underscores the importance of perceived value in shaping consumer decisions. When consumers perceive a product as having environmental benefits that align with their personal values, they are more inclined to view the product positively. This perception of value acts as a bridge between awareness or eco-labels and the decision to make a purchase. Additionally, trust strengthens the relationship between awareness and intention, reinforcing the role of brand credibility and integrity in sustainable consumption.

This research enriches the understanding of consumer behavior in the context of environmental marketing. It demonstrates that green perceived value and trust are not only supporting constructs but also pivotal mechanisms in transforming awareness and labeling into behavioral intention. The integration of mediating and moderating variables provides a more holistic view of the psychological processes behind green purchasing. Practically, the findings offer clear guidance for companies aiming to promote eco-friendly products. Efforts to increase green product awareness through educational

campaigns, transparent labeling, and sustainability messaging are essential. Trust-building measures such as third-party certifications, consistent communication, and corporate responsibility initiatives further enhance consumers' willingness to choose green alternatives. Companies must not only develop sustainable products but also communicate their benefits effectively and consistently. The study also suggests that strategic marketing should focus on building long-term consumer trust and delivering real environmental value. Clear product information, credible endorsements, and meaningful engagement with sustainability issues can all contribute to stronger consumer loyalty and support the growth of the green product market. While the research offers important insights, it is not without limitations. The study focuses on a specific demographic group and product category, which may not fully represent broader consumer behavior. Future research can expand on these findings by including diverse populations, examining additional variables, and exploring other categories of green products. This research emphasizes that fostering green purchase intention requires more than just raising awareness. It necessitates a comprehensive approach that includes building perceived value and consumer trust. Together, these elements create a stronger foundation for encouraging environmentally responsible purchasing behavior, contributing to both business success and sustainable development goals.

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