

# How Environmental Concern and Awareness Influence Eco-Friendly Purchasing Decisions on Tokopedia Hijau: The Mediating Role of Green Brand Image

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**Abstract.** The purpose of this study is to examine how consumer behaviour towards environmental responsibility and awareness is mediated by green brand image. Respondents completed 180 surveys and sold two items to Eco-Friendly in Daring Diminta with the help of Tokopedia Hijau. The SEM-PLS model was used to analyze the data. The findings demonstrate that customer purchasing decisions are influenced by environmental concerns, such as environmental harm and degradation, and that a green brand image is crucial in reducing the conflict between these variables.

**Keywords:** Environmental Awareness, Environmental Awareness, Green Brand Image, and Purchase Decision.

## 1. Introduction

Environmental degradation and global warming are the biggest media topics today. Although technological developments go hand in hand with environmental sustainability, this is a global issue. According to statistics from the Japan Meteorological Agency, the average error is 0.7 degrees Celsius, and the average temperature in 2020 was 27.3 degrees Celsius. The temperature is predicted to keep rising in the future. This shows that the temperature in India is increasing day by day [1]. One of the main causes of environmental degradation is the desire of consumers to produce waste. Therefore, choosing products with environmentally friendly packaging is important for the sustainability of the planet [2]. Although not all plastic is used, only 14% of product packaging can be recycled. According to a report by the Ellen MacArthur Foundation and the World Economic Forum, along with the growth of e-commerce, the world's plastic waste will increase by an average of 20% per year. Packaging materials to protect the contents during shipping include additional covers, boxes, styrofoam layers, and bubble wrap. [3] Analysis According to Trivium 2020, the popularity of fine collections is increasing among consumers worldwide.

## 2. Literature Review

Eco-friendly packaging and recycling are important selling points for customers in the US, Europe and South America. With the increasing number of environmentally damaging products, negative attitudes towards plastics are also increasing. Interestingly, the majority of consumers (74%), People with higher incomes are often willing to pay more for environmentally friendly products and packaging. Overall, the analysis shows that these indicators should meet the global demand for sustainable packaging [4]. The Global Eco-Friendly Market Report 2023 reveals that environmental awareness and concern are key factors influencing consumer purchasing decisions worldwide. An individual's attitudes, values, and views on environmental issues and their effects on the environment, oneself, and others are referred to as environmental awareness. It involves having a better awareness of environmental problems like pollution and climate change. [5, 6]. Environmental awareness is knowing and understanding issues related to the environment, like what causes them, what effects they have, and how they can be solved. It involves knowing how important it is to protect the environment and the impact of our own actions. People who have high self-esteem usually know more. [7, 8].

The research found that using eco-friendly packaging can improve a company's brand image. Many consumer organizations encourage companies to use environmentally friendly packaging. Current data shows that 44% of consumers choose brands that are very active in sustainable development [9]. A green brand is how a consumer sees a brand as attractive and effective. The green logo shows customers that the brand cares about the environment and is associated with good things. Consumers create their opinions about a brand from their connection to it. A positive brand image can increase brand equity and influence consumer preferences and behavior to choose environmentally friendly products and services [10, 11, 12, 13].

Tokopedia is an e-commerce company that seeks to integrate the digital economy and understands the importance of increasing environmental awareness among consumers and business partners through social action. The goal is to create a local market ecosystem and reduce waste by choosing environmentally friendly products that can be accessed through the Tokopedia application [14]. Indonesian Consumer Survey: Based on the results of the 2021 PwC Global Consumer Insights Pulse Environmental Awareness Survey, 86% of Indonesian consumers agree to buy products with environmentally friendly packaging to reduce waste. [15]

Given these circumstances, the study's objective is to examine how environmental features and awareness impact consumers' choices when it comes to eco-friendly products, with brand preference being highlighted as the crucial factor.

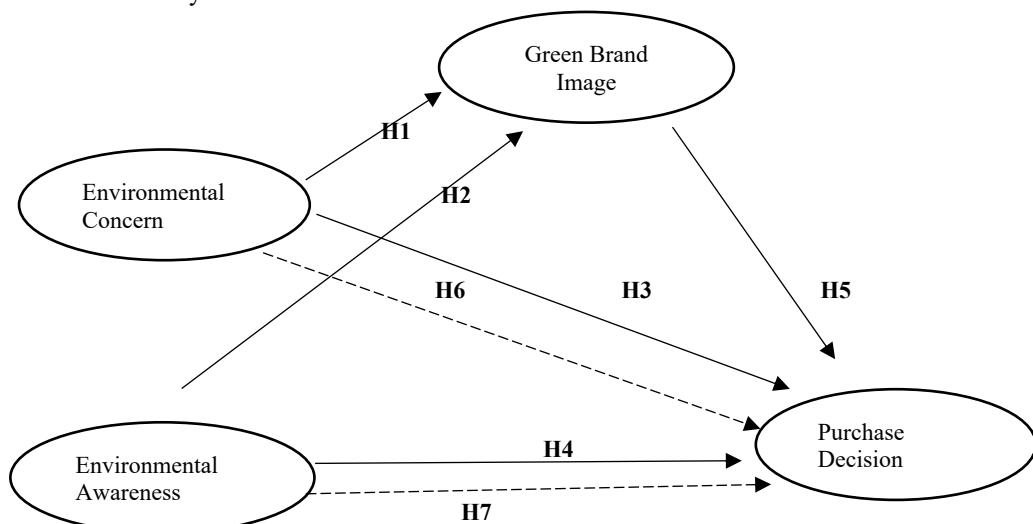
### 3. Research Methods

#### Population and Sample

Because the population size for this study is not known or endless, researchers used a purposive sampling method. This method involved selecting participants based on specific predetermined criteria. Respondents need to be active on Tokopedia Hijau and have at least two online shopping experiences on the platform. A small sample size typically consists of 100 or more items, which is 5 to 10 times the number of items being analyzed. Thus, this study included 180 participants who answered 18 questions.

#### Data Analysis Methode

This study uses descriptive research with quantitative methods to analyze data. The goal is to understand the relationship between variables by exploring cause and effect. The factors examined include things like how aware someone is about the environment and how much they care about it. The final hidden factor uses buying choices and eco-friendly symbol pictures as stand-in variables. Data can be studied using statistics like regression analysis, path analysis, and structural equation modeling (SEM). We can analyze how eco-friendly brands affect the connection between environmental awareness, concern, and buying choices. This helps us understand the relationship between different factors. Information gathered from the participants will be inputted into the chosen statistical program for analyzing and testing the research hypothesis. The analysis results show how the variables are connected and affect each other in this study.



Hypothesis statement :

- H1.** It is suspected that there is a relationship between environmental concern (ECP) on purchasing decisions.
- H2.** It is suspected that there is a relationship between environmental concern (ECP) on purchasing decisions.
- H3.** It is suspected that there is a relationship between environmental concern (ECP) on environmental trait symptoms (SMI).
- H4.** It is suspected that there is a relationship between environmental care (ECP) on the symptoms of environmental properties (SMI).
- H5.** It is suspected that there is a relationship between green brand image (GI) on purchasing decisions.
- H6.** It is suspected that there is a relationship between environmental concern (ECP) on purchasing decisions mediated by green brand image (GI).
- H7.** It is suspected that there is a relationship between environmental concern (ECP) on purchasing decisions mediated by environmental brand perception (EMI).

### **Instruments**

A survey was made in the form of a questionnaire to examine the factors that influence purchasing decisions at Tokopedia Hijau. The questionnaire contains indicators or explanatory elements related to the structure of this study. [19] showed that there are three types of environmental problems, namely egoism, altruism, and biology. Egoism refers to values that focus on self-interest and self-interest. Consumers with high net worth are more likely to engage in environmental activities if they get direct benefits from it. French altruism is the tendency of consumers to do good to the environment for the benefit of themselves and others. Biosphere refers to environmentally friendly consumer behavior that seeks to preserve and protect the environment and its ecosystems. Environmental awareness is the awareness and concern for the impact of one's actions on the environment. This includes an understanding of global environmental problems such as climate change and environmental degradation, an understanding of negative impacts, responsibility for environmental sustainability, and support for environmental restriction initiatives and protection activities.

[21] shows five indicators of environmental preservation indicators. This means: a high level of integrity in our environmental activities, a good reputation for the environment, successful environmental protection, high standards of environmental assessment and the ability to protect the environment. The purchasing decision index tool includes four indicators, namely product consistency, purchasing method, word of mouth and second-hand sales [22].

**Table 1.** Indicators of Research Variables

<b>Variable</b>	<b>Code</b>	<b>Questions</b>
Environmental Concern	EC1	I focus on eco-friendly product packaging when shopping at Tokopedia Hijau

Variable	Code	Questions
Environmental Awareness	EC2	Eco-friendly packaging is a consideration for me when shopping at Tokopedia Hijau.
	EC3	I want to spend more money on eco-friendly products because I want to do my part to reduce the impact of plastic waste.
	EC4	I am considering Tokopedia Hijau's eco-friendly collection if there is a product I want.
	EC5	I look for information about eco-friendly packaging when shopping at Tokopedia Hijau.
	EA1	I understand the concept of eco-friendly packaging. I understand the benefits of using eco-friendly cleaning products.
	EA2	I think it is important to use eco-friendly packaging.
	EA3	I avoid products wrapped in single-use plastic.
	EA4	Tokopedia Hijau is very committed to fulfilling its environmental obligations.
	GBI 1	Tokopedia Hijau has a good environmental reputation. Tokopedia Hijau has succeeded in protecting the environment.
	GBI 2	Tokopedia Hijau focuses on environmental issues.
Green Brand Image	GBI 3	Tokopedia's commitment to protecting the environment is trustworthy.
	GBI 4	I am confident in purchasing eco-friendly products and packages at Tokopedia Hijau. Purchasing eco-friendly products at Tokopedia is my favorite choice. I am happy to recommend Tokopedia Hijau's eco-friendly products to others.
	GBI 5	I plan to continue purchasing eco-friendly products from Tokopedia Hijau in the future.
	PD1	I focus on eco-friendly product packaging when shopping at Tokopedia Hijau
	PD2	Eco-friendly packaging is a consideration for me when shopping at Tokopedia Hijau.
Purchase Decision	PD3	I want to spend more money on eco-friendly products because I want to do my part to reduce the impact of plastic waste.
	PD4	I am considering Tokopedia Hijau's eco-friendly collection if there is a product I want.

## 4. Result and Discussion

### Test the outer model

To ensure the validity and reliability of the research model, there are three stages of evaluation of the measurement model: 1) Using Cronbach's alpha (CA) and Composite Reliability (CR) to evaluate inner consistency, with a minimum of 0.6; ) Use reverse control when the average variance (AVE)  $> 0.5$  and factor loading  $> 0.7$ ; 3) Discriminant power using AVE  $>$  squared correlation between constructs, cross-loading and heterotrait-one-dimensional ratio (HTMT)  $<0.90$ .

**Table 2.** Reliability and Validity

Variable	Indicator	OL	CA	CR	AVE
Environmental Concern	EC1	0,729			
	EC2	0,809			
	EC3	0,771	0,857	0,897	0,635
	EC4	0,841			
	EC5	0,829			
Environmental Awareness	EA1	0,815			
	EA2	0,843			
	EA3	0,730	0,805	0,873	0,633
	EA4	0,790			
Green Brand Image	GBI 1	0,759			
	GBI 2	0,831			
	GBI 3	0,874	0,886	0,889	0,687
	GBI 4	0,855			
Purchase Decision	GBI 5	0,822			
	PD1	0,858			
	PD2	0,860			
	PD3	0,827	0,850	0,952	0,691
	PD4	0,784			

Table 2 shows that external loading (OL), alpha (CA), Cronbach's alpha (CA), Composite Reliability (CR) and average variance Extraction (AVE) all meet the criteria indicating signs of each build being accurate and reliable. In addition to the values in Table 2, validation evaluation can be done by evaluating the cross-loading value, Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT).

**Table 3.** Cross Loading (CL)

Enviromental Concern (EC)	Environmental Awareness (EA)	Green Brand Image (GBI)	Purchase Decision (PD)
EC1	0,729	0,525	0,356
EC2	0,809	0,548	0,389
EC3	0,771	0,478	0,341
EC4	0,841	0,663	0,537
EC5	0,829	0,548	0,532
EA1	0,692	0,815	0,576
EA2	0,734	0,843	0,577
EA3	0,464	0,730	0,550
EA4	0,478	0,790	0,570
GBI1	0,469	0,538	0,759
GBI2	0,483	0,574	0,831
GBI3	0,470	0,614	0,874
GBI4	0,418	0,582	0,855
GBI5	0,464	0,557	0,822
PD1	0,462	0,582	0,592
PD2	0,523	0,557	0,521
PD3	0,499	0,573	0,507
PD4	0,454	0,529	0,444
			0,784

The cross-loading value is a criterion for assessing critical power. Cross-loading occurs when an indicator loads not only on the expected construct but also on other constructs. A low crossover value indicates that the indicator is most related to the expected construct compared to other constructs. The results in Table 4 indicate that the transfer value is correct..

**Table 4.** Fornell Lacker Criterion

Environmental Concern	Environmental Awareness	Green Brand Image	Purchase Decision
Environmental Concern	0,749		
Environmental Awareness	0,749	0,797	
Green Brand Image	0,715	0,556	0,829
Purchase Decision	0,675	0,609	0,662
			0,831

Table 4 shows the discriminant validity test results based on the Fornell-Larcker criteria. According to this criteria, the square root of the Average Variance Extracted (AVE) should be higher than the correlation between variables. According to the table, it is considered valid.

**Table 5.** Heterotrait Monotrait Ratio (HTMT)

	<b>Environmental Concern</b>	<b>Environmental Awareness</b>	<b>Green Brand Image</b>	<b>Purchase Decision</b>
Environmental Concern		0,880		
Environmental Awareness				
Green Brand Image		0,622		
Purchase Decision	0,700	0,815	0,714	

It is recommended to keep the HTMT value below 0.90. The difference between the latent variables is considered satisfactory because the HTMT value is below 0.90.

### Test the inner model

Before conducting a hypothesis test, you should check the Variance Inflation Factor values for the variables. Ideally, the VIF value should be below 5 to avoid high multicollinearity.

**Table 6.** Variance Inflation Factor

	<b>Environmental Concern</b>	<b>Environmental Awareness</b>	<b>Green Brand Image</b>	<b>Purchase Decision</b>
Environmental Concern			2,281	3,229
Environmental Awareness			2,281	2,285
Green Brand Image				2,050
Purchase Decision				

According to Table 6, the VIF values are less than 5, indicating the absence of multicollinearity between variables (no bias).

### Direct hypothesis testing

The influence between variables can be measured through the path coefficient value. Positive values show good impact, while negative values show bad impact. Also, if the P value is below 0.05 or the t statistic is above 1.96, it shows a significant impact. The F-square value shows how much the independent variable affects the dependent variable. It can be low (0.02), medium (0.15), or high (0.35).

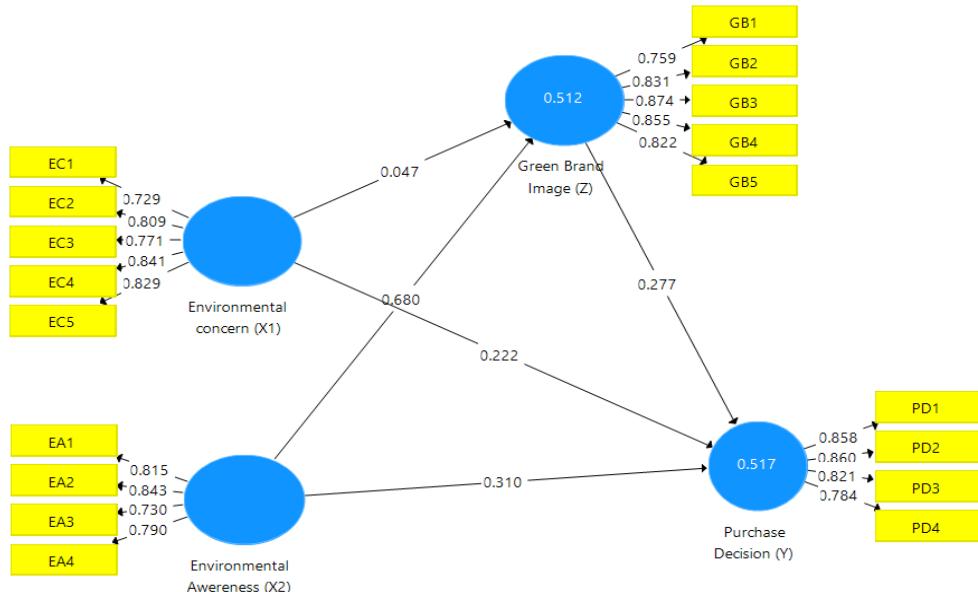


Figure 2. Research framework

Table 7 . Direct Hypothesis Testing.

Hypothesis	Path coefficient	T-Statistik	P-value	F-square	Result
Environmental concern (X1) → Purchase Decision (Y)	0,222	2,585	0,005	0,045	Accepted
Environmental Awareness (X2) → Purchase Decision (Y)	0,310	0,306	0,001	0,062	Accepted
Environmental concern (X1) → Green Brand Image (Z)	0,047	0,539	<b>0,295</b>	0,002	Rejected
Environmental Awareness (X2) → Green Brand Image (Z)	0,680	8,701	0,000	0,078	Accepted
Green Brand Image (Z) → Purchase Decision (Y)	0,277	3,470	0,000	0,416	Accepted

According to the findings in Table 7 of the paper test, the positive path coefficient value of environmental concern (KKL) on decision making (PD) is 0.222, there is a positive influence between KKL and PD. This means that the more consumers want environmentally friendly manufactured products, the fewer consumers will buy the product. Based on the high value of the external pressure index on the KKL index, respondents expressed their concerns about environmental investment in Tokopedia Hijau because related products are available (0.841) and strong consumers are more likely to shop at Tokopedia when looking for environmentally friendly products protecting the scope of information (0.829). The T statistic value is  $2.585 > 1.96$ , p value  $<0.005$ . The influence of KKL on trust is proven to be significant. It can be concluded that MPA has a relationship with the achievement of faith. (acceptance of H1). However, the F square value of 0.045 indicates that the EC variable has a small but statistically relationship effect on Parkinson's disease. (24) A study in France showed that environmental awareness has a relationship influence in supporting green purchasing intentions and strengthening the relationship between trust in sustainable managers and purchasing intentions. Other studies also show that environmental awareness has a positive effect on purchasing intentions and preferences for green products.

The higher the consumer's environmental awareness, the less their desire and ability to buy green products. Consumers who care about the environment are more likely to consume green products (25). Based on the results of the paper test, the best way to measure environmental awareness (EA) against coping believe (PD) is 0.310, which indicates a positive influence. This shows that the higher the consumer's environmental awareness (EA), the more likely Tokopedia Hijau consumers are to buy green products. Based on the high external responsibility value in this configuration, consumers show an understanding of the concept of environmentally friendly packaging (0.815) and the benefits of using natural products (0.843). The T statistic value is  $0.306 > 1.9$ , the p value is  $0.001 < 0.05$ , and  $p < 0.001$ . 0.05 indicates that the influence of both variables is relationship. Hypothesis (H2) accepted, so it is concluded that Environmental Awareness (EA) has a relationship with Purchasing Perceptions (PD).

The F-square value of 0.062 is in the low influence order, indicating that EA has a small effect on PD in Tokopedia Hijau. Exploration (26) found that increasing environmental awareness encourages consumers to pay more attention to environmentally friendly products. The results of other studies indicate that environmental awareness has a positive but unrelationship effect on responsiveness, due to the high price of environmental products and the lack of information about environmental products (26). This study concludes that environmental awareness has a relationship effect on decision making. The significance value of the positive path of environmental awareness (EA) on the green indicator image (GBI) is 0.680, indicating that EA has a relationship effect on GBI. This means that the more consumers' awareness of the environment increases, the better their perception of the Tokopedia Hijau brand image will be. The T-statistic value of  $8.701 > 1.96$  which means relationship and the p-value of  $0.000 < 0.05$ , it can be concluded that the Green Indicator Index (GBI) has a relationship with Response Opinion (PD). The F square value of 0.416 shows that GBI has a connection effect on PD. Customer statements that have a relationship effect on response opinions are that customers consider Tokopedia Green's environmentally friendly products to be the most important (0.860) and customers trust Tokopedia Green's environmentally friendly products (0.858). Some previous research results prove that environmental cues have a

relationship to decision making. (31, 32, 33).

### Mediation effect

Non-hypothesis tests in SEM-PLS are considered as positive tests. The purpose of this test is to determine whether the variables entered have a relationship role in the relationship between the independent variables and the dependent variables (34). To calculate the magnitude of the influence of the essay homogeneity test on structural parameters in SEM-PLS, you can use the "upsilon" (V) calculation and the following formula (35).

$$Y(V) = \beta_2 M \times \beta_2 Y.M$$

The  $\beta_2 M$  represents the path coefficient from the independent variable to the mediating variable, and  $\beta_2 Y.M$  shows the path coefficient from the mediating variable to the dependent variable while considering the influence of the independent variable. [36]. The meaning of effect sizes is as follows: 0.02 shows a small mediated effect. 0.075 shows a medium mediated effect 0.175 shows a high-medium effect.

**Table 8.** Testing Indirect Hypotheses (Mediation)

Hypothesis.	Path Coefficient	T-Statistik	P-Value	Upsilon (V)	Result
Environmental concern → Green Brand Image → Purchase Decision	0,013	0,509	0,305	0,007	non mediating
Environmental Awareness → Green Brand Image → Purchase Decision	0,188	3,109	0,001	0,003	mediating

Table 8 shows that the average value of environmental concern (EC) and brand perception value (IBV) is 0.013, indicating a positive relationship. However, the T statistic value is  $0.509 > 1.96$ , which means there is no statistical significance. However, EC has a positive effect on Parkinson's disease, but it is unrelationship. Therefore, it can be concluded that EC has a direct effect on Parkinson's disease. Next is IBV. This is indicated by a p-value of  $0.305 > 0.05$ , indicating that IBV does not moderate the relationship (H6 is rejected). The upsilon V value of 0.007 indicates that the mediation effect of IBV is very weak or almost non-existent. Previous studies have shown that environmental cues play an important role in the relationship between environmental anxiety (EC) and depressive symptoms. Consumer awareness of environmental protection affects environmentally friendly brands and strengthens the positive effect of e-cigarettes on IBV.

France Both studies show the importance of environmental cues in increasing customer response

(37, 38). Environmental awareness (EA) towards the idea (PD) of the path value can green brand (GBI) of 0.188 indicates a good relationship. The T-statistic value of 3.109 Research demonstrated that EA is linked to Parkinson's disease through IBG. The p value for this configuration is  $<0.001$ . 0.05 indicates that the green indicator image (GBI) acts as a mediating variable or circular effect between EA and PD. Prior studies have demonstrated a connection between cognitive ability conveyed through symbolic pictures of nature and acquaintance with the natural world. (39, 40). Recent studies have shown that environmental awareness relationship increases consumer awareness of green brands and increases their willingness to purchase green products (e.g., example. Both studies show that as environmental awareness increases, consumer perceptions of environmental brands increase. Green brands are crucial in how people think about the environment, according to these results.

### Model Goodness-of-Fit Evaluation

The assessment of model fit in SEM-PLS aims to determine the extent to which model constructs and construct dimensions explain empirical data. Some of the most commonly used metrics in SEM-PLS to mimic the goodness-of-fit model are resolution measure (R<sup>2</sup>), square root residual (SRMR), and fit index (NFI).

**Table 10.** Coefficient of Determination (R<sup>2</sup>)

	R <sup>2</sup>
Green Brand Image	0,512
Purchase Decision	0,517

Table 10 displays that the R-Square value for Green Brand Image is 0.512, meaning that 51.2% of the change in Green Brand Image can be understood or forecasted by other factors in the model. The R-Square value for Purchase Decision is 0.517, indicating that 51.7% of the changes in Purchase Decision can be clarified or anticipated by other factors in the model..

**Table 11.** Standardized Root Mean Square Residual and Normed Fit Index

	Saturated Model	Estimated Model
SRMR	0,075	0,075
NFI	0,791	0,791

A sample with an SRMR value of 0.075 indicates a good fit, as the recommended SRMR threshold below 0.08 is considered an indication of a good sample. The NFI value ranges from 0 to 1, and a value closer to 1 indicates a better model fit. Table 12 shows that the NFI value is 0.791, which is considered quite good as NFI values above 0.90 are typically regarded as indications of a good model..

## 5. Conclusion

This result demonstrates the connection between religious and environmental consciousness and caring. However, when this study looks at how environmental knowledge affects green branding, it finds that it has a big impact and is positively significant. Finally, the findings of this study have benefited by the presence of eco-friendly businesses. In addition, this study shows that environmental brands provide interaction (communication) between environmental awareness and beliefs to overcome problems. However, this does not apply to environmental problems. This is because environmental cues appear to have a direct impact, but the processes involved do not..

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