

## Factors Influencing the Purchasing Decision of Eco-Friendly Shopping Bags: Green Awareness as an Intervening Variable

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Article Information	Abstract
Article History: Received August 2023 Accepted September 2023 Published September 2023	This study aims to analyze the factors influencing consumers' purchase of eco-friendly shopping bag products. The data obtained comes from 168 respondents, who are consumers that have previously purchased environmentally friendly shopping bags at Alfamart who lives at Solo Raya. Data measurement is conducted using the Structural Equation Model based on Partial Least Squares (PLS). The findings of the study suggest that green brand characteristics and green advertising play a role in shaping green awareness. Moreover, green awareness acts as a mediator between green brand attributes and purchasing choices, as well as between green advertising and purchasing choices. This research outcomes offer valuable insights for entrepreneurs to assess diverse factors impacting consumer purchasing behaviors, thereby potentially boosting company sales and profitability. This research contributes novelty by amalgamating a research model of factors influencing green awareness and green product purchasing decisions, wherein green awareness functions as an intervening variable.
Keywords: Green brand attribute, green advertising, green awareness, purchase decision, eco-friendly shopping bags	

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**Introduction**

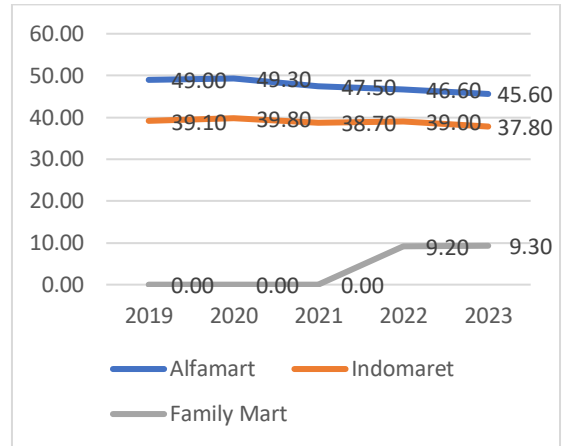
In the current modern era, shopping for daily necessities can be done through various methods. Shopping can be carried out offline by making purchases at minimarket and supermarket outlets, similarly, online shopping can be conducted through marketplaces as well as minimarkets and supermarkets that offer online services (Mohd Suki, 2016). One important aspect to consider is the means of carrying these items. Several minimarkets and supermarkets have implemented plastic usage bans, instead offering environmentally friendly shopping bags for sale. This initiative simultaneously supports the government's program to reduce plastic bag usage (Sari & Karsono, 2023).

Based on data cited from the SIPSN (Sistem Informasi Pengelolaan Sampah Nasional), for 281 Districts/Cities across Indonesia in the year 2022, it was found that the total waste generated amounted to 31,311,919 tons per year, while the unmanaged waste reached 11,271,143 tons per year, accounting for 36% of the total. Plastic waste contributes to 18.3% of the overall waste composition based on waste sources (Kehutanan, 2023). This highlights the need for preventive measures to curb the proliferation of waste through the use of plastic-based shopping bags (Gupta et al., 2019).

Plastic shopping bags have a negative impact on the environment (Xanthos & Walker, 2017). The adverse effects of plastic bag usage can lead to an increase in plastic waste, resulting in soil and water pollution that can spread diseases among humans (Sari, 2022). Additionally, plastic waste is considered to be non-biodegradable for a considerable period (Rajmohan et al., 2019). Plastic waste takes around 1000 years to degrade (Bano et al., 2020).

Eco-friendly shopping bags are one of the solutions to alleviate the issue of plastic waste (Spranz et al., 2018). This presents a unique opportunity for shopping center management to increase revenue through the sale of eco-friendly shopping bags (Schwartz et al., 2020). Companies need to strategize to position their green brand in a way that remains memorable to consumers, enabling them to compete with similar products and achieve business sustainability (Sari, 2020). One such company that has implemented this approach is Alfamart. Alfamart is a well-recognized minimarket among the public,

providing a variety of daily necessities in strategic locations. This is evident in its achievement of the Top Brand Award.



**Figure 1. Brand Index Comparison**  
 (Category: Retail, Subcategory: Minimarket)  
 Source: Top Brand Awards (2023)

Below is the Top Brand Index data for the years 2019-2023. In 2021, Alfamart achieved the highest score at 47.5%, however, in 2022, the index decreased to 46.6%, and in 2023, it further declined to 45.60%. Nevertheless, Alfamart consistently maintains the first position in the top brand index. This indicates that the Alfamart brand is highly favored by its consumers. The presence of promotional programs such as various discounts fosters customer loyalty towards the brand.

This research contributes to the advancement of knowledge by integrating a model that explores the factors influencing green awareness and green product purchasing decisions. Alamsyah & Mohammed (2019) formulated the factors influencing green awareness, which encompass green perceived value, green advertising, green brand attributes, and green brand image. Meanwhile, according to Suki (2013), purchasing decisions are influenced by green awareness, including consumer environmental concerns, awareness of green products, awareness of price, and awareness of brand image. This forms the basis of this study to analyze the factors influencing the purchasing decision of eco-friendly shopping tote bags, considering green awareness as an intervening variable.

This study is interesting to investigate because the continuous implementation of green campaigns also contributes to raising public awareness of environmentally friendly products. One such product is the eco-friendly shopping bag, presenting an opportunity for companies to sell these bags. Therefore, further research is needed to explore the factors influencing consumers' decisions to purchase these environmentally friendly shopping bags.

**Research Method**

This research adopts a quantitative methodology. The data is acquired from primary sources through the distribution of questionnaires, as well as through observation, documentation, and a thorough literature review. The research population encompasses all customers of Alfamart who have made purchases of environmentally friendly shopping bags. The sample size is determined using a purposive sampling technique, with the inclusion criteria being Alfamart customers who have purchased eco-friendly shopping bags at least once and are residents of the Solo Raya area (Surakarta, Sukoharjo, Wonogiri, Klaten, Boyolali, Sragen, Karanganyar). A total of 168 respondents constitute the study's sample.

The variables utilized in this study comprise the dependent variable, denoted as purchase decision (Y), the independent variables, which encompass green brand attribute (X1) and green advertising (X2), and the intervening variable, identified as green awareness (Z). Measurement is conducted using a Likert scale that spans from 1 to 5, with detailed indicators and corresponding questionnaire items elaborated in the subsequent table.

**Table 1. Question Items**

Variable	Indicators	Items
Green Brand Attribute (X1)	The green brand attribute encompasses the eco-friendly practices and efforts embraced by a company or product in support of environmental sustainability (Javed et al., 2023).	

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	1. Expensive 2. Reasonably Price 3. Prestigious (Alamsyah & Mohammed, 2019)	(1) (2) (3)
Green Advertising (X2)	Green advertising serves as a promotional tactic that capitalizes on product marketing while conveying messages of ecological friendliness (Mukonza & Swarts, 2020).	
	1. Pleasant 2. Convincing 3. Believable 4. Favorable (D'souza & Taghian, 2005)	(4) (5) (6) (7)
Green Awareness (Z)	Green awareness is a consumer behavior that prioritizes environmental sustainability through various efforts (Zhang & Dong, 2020).	
	1. Environmental concern 2. Awareness of green product 3. Awareness of price 4. Awareness of brand image (Alamsyah & Mohammed, 2019)	(8) (9) (10) (11)
Purchase Decision (Y)	Purchase decision entails the procedure through which individuals or entities assess and choose a product or service to obtain, contingent upon their requirements,	

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inclinations, and the information at their disposal (Octaviani et al., 2022).

1. Consistency in buying products (12)
2. Recommend to others (13)
3. Make repeat purchases (14)  
(Tsai et al., 2020)

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Source: Author (2023)

### Hypothesis Development

A product is widely recognized by consumers through its brand. A brand represents an interpretation of product differentiation and market segmentation strategies. A brand not only aims to give a name to a product but also reflects a sign or trace of a product and company. Brands serve to distinguish products from similar and competing products (Strebinger, 2014). Research conducted by Schmuck et al. (2018) revealed a positive influence between brand attributes and purchase decisions. Companies that prioritize green brand attributes will enhance consumers' perception of product benefits, thereby affecting their purchase decisions. A similar notion was also conveyed by Ng et al. (2014), stating that when consumers intend to buy environmentally friendly products, they automatically choose brands from companies that claim their products are environmentally friendly.

H1: Green brand attribute has a positive and significant effect on green awareness

Green advertising serves as a promotional tactic that capitalizes on product marketing while conveying messages of ecological friendliness that cater to the demands of consumers, regulatory bodies, and stakeholders (Mukonza & Swarts, 2020). Research conducted by Grimmer & Woolley (2014) uncovered that the level of participants' environmental consciousness moderates the impact of advertising on purchase intent. Participants with a heightened environmental awareness displayed a stronger intention to purchase when exposed to purely environmental advertisements, whereas those with a lower level of environmental awareness

exhibited a greater inclination to purchase upon exposure to individually tailored environmental advertising.

H2: Green advertising has a positive and significant effect on green awareness

The behavior of purchasing environmentally friendly products is a consumer behavior that prioritizes environmental sustainability through various efforts (Zhang & Dong, 2020). People are becoming more cautious when buying products to preserve the environment (Joshi & Rahman, 2019). People with a good understanding of environmentally friendly products are willing to pay more when purchasing such products (Wei et al., 2018). Research conducted by Dong et al. (2020) revealed that human affection for the environment is reflected through their commitment to it. This commitment drives consumers to play a role in creating sustainable development. This action includes a commitment to prioritize the purchase of environmentally friendly products over non-environmentally friendly ones (Lu et al., 2015).

H3: Green awareness has a positive and significant effect on green awareness

The behavior of purchasing environmentally friendly products is a consumer behavior that prioritizes environmental sustainability through various efforts (Zhang & Dong, 2020). Nowadays, consumers are becoming more aware of the ongoing environmental issues. People are becoming more cautious when buying products to preserve the environment (Joshi & Rahman, 2019). Consumers always want the best for themselves. Therefore, it is not surprising that they are willing to spend more money to get products with a certain brand. The same goes for environmentally friendly products. Consumers are not hesitant to buy an environmentally friendly product if the product has a good reputation based on its brand attributes (Wei et al., 2018).

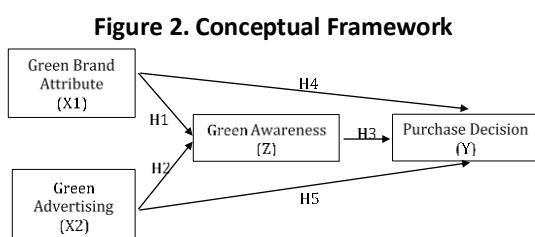
H4: Green brand attribute has a positive and significant effect on purchase decision.

Intensive promotional campaigns by companies often leave a lasting impression on consumers. The more intense the promotion, the easier it is for consumers to remember it. When an advertisement for an environmentally friendly product is aired, consumers who see it will be

influenced and feel the need for that product. As a result, consumers who initially only watched the advertisement will consider purchasing the environmentally friendly product. This is in line with research conducted by Clement et al. (2020), where green advertising influences consumer purchasing decisions.

H5: Green advertising has a positive and significant effect on purchase decision

The conceptual framework is depicted in Figure 2 as follows:



## Results and Discussion

### OUTER MODEL ANALYSIS

#### Validity Test

**Table 2. Validity Test Results**

Variable	Indicators	Loading Factor	AVE
Green Brand Attribute (X1)	X1.1	0,828	0,671
	X1.2	0,800	
	X1.3	0,828	
Green Advertising (X2)	X2.1	0,732	0,556
	X2.2	0,716	
	X2.3	0,788	
	X2.4	0,744	
Green Awareness (Z)	Z.1	0,756	0,577
	Z.2	0,827	
	Z.3	0,713	
	Z.4	0,739	
Purchase Decision (Y)	Y.1	0,745	0,707
	Y.2	0,903	
	Y.3	0,866	

Source: (Data processing)

The validity test can be conducted by examining the Average Variance Extract (AVE) values. A research instrument is considered valid if the AVE value is > 0.5. Based on the values

obtained in Table 3, it is evident that all AVE values are > 0.5. This interpretation indicates that the research instrument is considered valid.

#### Reliability Test

**Table 3. Reliability Test Results**

Variables	Cronbach's Alpha	Composite Reliability
Green Brand Attribute (X1)	0,755	0,859
Green Advertising (X2)	0,737	0,833
Green Awareness (Z)	0,758	0,845
Purchase Decision (Y)	0,790	0,878

Source: (Data processing)

Referring to Table 3, every Cronbach's alpha score is above 0.6, and all composite reliability values exceed 0.7. This analysis suggests that the research instrument is considered reliable.

### INNER MODEL ANALYSIS

#### Coefficient of Determination (R<sup>2</sup>)

**Table 4. R Square Test Results**

Variable	R Square	R Square Adjusted
Green Awareness (Z)	0,503	0,497
Purchase Decision (Y)	0,441	0,432

Source: (Data processing)

Analyzing the results from the coefficient of determination examination presented in Table 4, it becomes evident that the Adjusted R Square value pertaining to the green awareness variable is 0.497. Hence, it can be inferred that the cumulative influence of all exogenous constructs (X1 and X2) on Z equates to 0.497 or 49.7%. As such, the extent of impact stemming from the amalgamation of exogenous constructs X1 and X2 on Z falls within the realm of a moderate categorization. In a similar vein, the Adjusted R Square value linked to the purchase decision variable registers at 0.432. Consequently, it can be elucidated that the aggregate effect of all exogenous constructs (X1 and X2) collectively

influences Y by a factor of 0.432 or 43.2%. Hence, the scope of influence emanating from the joint operation of exogenous constructs X1 and X2 on Y also falls within the bounds of a moderate categorization.

HYPOTESTING TEST

**Table 5. Direct Effect Hypothesis Test**

Effects	Original Sample	T Statistics	P Values
X1 → Z	0,270	3,964	0,000
X2 → Z	0,534	7,455	0,000
Z → Y	0,301	3,724	0,000
X1 → Y	0,249	3,730	0,000
X2 → Y	0,233	3,097	0,002

Source: (Data processing)

The correlation between green brand attribute (X1) and green awareness (Z) exhibits a path coefficient value of 0.270. Since the path coefficient value is positive, it implies that green brand attribute (X1) positively influences green awareness (Z). The significance assessment involves a T-Statistics value of 3.964, indicating T-Statistics > 1.96, along with a P-Values value of 0.000, signifying P-Values < 0.05. Consequently, it can be deduced that the green brand attribute (X1) has a favorable and statistically significant impact on green awareness (Z). This confirms the acceptance of hypothesis 1.

The correlation between green advertising (X2) and green awareness (Z) manifests a path coefficient value of 0.534. Given the positive path coefficient value, green advertising (X2) exerts a constructive influence on green awareness (Z). The significance evaluation reveals a T-Statistics value of 7.455, implying T-Statistics > 1.96, and a P-Values value of 0.000, indicating P-Values < 0.05. It can be inferred that green advertising (X2) possesses a beneficial and statistically significant impact on green awareness (Z). This confirms the acceptance of hypothesis 2.

The correlation between green awareness (Z) and purchase decision (Y) is characterized by a path coefficient value of 0.301. With the positive path coefficient value, green awareness (Z) positively impacts purchase decision (Y). The significance analysis demonstrates a T-Statistics value of 3.724, indicating T-Statistics > 1.96, and a P-Values value of 0.000, indicating P-Values <

0.05. Hence, it can be concluded that green awareness (Z) has a favorable and statistically significant effect on purchase decision (Y). This confirms the acceptance of hypothesis 3.

The correlation between green brand attribute (X1) and purchase decision (Y) is reflected in a path coefficient value of 0.249. Given the positive path coefficient value, green brand attribute (X1) positively influences purchase decision (Y). The significance evaluation yields a T-Statistics value of 3.730, indicating T-Statistics > 1.96, and a P-Values value of 0.000, suggesting P-Values < 0.05. It can be concluded that green brand attribute (X1) exerts a favorable and statistically significant impact on purchase decision (Y). This confirms the acceptance of hypothesis 4.

The correlation between green advertising (X2) and purchase decision (Y) demonstrates a path coefficient value of 0.233. With the positive path coefficient value, green advertising (X2) positively affects purchase decision (Y). The significance assessment shows a T-Statistics value of 3.907, indicating T-Statistics > 1.96, and a P-Values value of 0.000, revealing P-Values < 0.05. Thus, it can be inferred that green advertising (X2) holds a positive and statistically significant influence on purchase decision (Y). This confirms the acceptance of hypothesis 5.

**Table 6. Indirect Effect Hypothesis Test**

Effects	Original Sample	T Statistics	P Values
X1 → Z → Y	0,081	2,944	0,003
X2 → Z → Y	0,161	3,097	0,002

Source: (Data processing)

The relationship between green brand attribute (X1) and purchase decision (Y), mediated by green awareness (Z), is characterized by a path coefficient value of 0.081. The evaluation of significance is conducted through a T-Statistics value of 2.944, indicating T-Statistics > 1.96, and a P-Values value of 0.003, implying P-Values < 0.05. Consequently, it can be inferred that green awareness (Z) significantly functions as an intermediary in the connection between green brand attribute (X1) and purchase decision (Y).

The correlation between green advertising (X2) and purchase decision (Y), mediated by green awareness (Z), reveals a path coefficient value of 0.161. The analysis of significance uncovers a T-

Statistics value of 3.097, signifying T-Statistics > 1.96, and a P-Values value of 0.002, suggesting P-Values < 0.05. Hence, it can be concluded that green awareness (Z) significantly acts as a mediator in the relationship between green advertising (X2) and purchase decision (Y).

## Discussion

### *The Effect of Green Brand Attribute (X1) on Green Awareness (Z)*

Green brand attributes are brand attributes that demonstrate the brand's commitment to environmental protection and encourage environmentally friendly behavior among consumers (Javed et al., 2023). The results of hypothesis testing using the Smart PLS application show that Green brand attributes (X1) have a positive and significant influence on green awareness (Z). This indicates that green brand attributes help enhance consumer awareness of environmentally friendly products and services.

This is consistent with research conducted by Alamsyah & Mohammed (2019). Green brand attributes such as eco-friendly labels, recycled materials, and environmental certifications can influence consumers' perceptions of the offered products and stimulate their awareness of environmental issues. Consumers who are more environmentally conscious tend to prefer products with green brand attributes over those without.

Green brand attributes can enhance consumer trust in the brand and the products offered, thus strengthening their awareness of environmental issues and motivating them to take environmentally friendly actions. Therefore, it can be concluded that green brand attributes have a positive influence on green awareness.

### *The Effect of Green Advertising (X2) on Green Awareness (Z)*

Green advertising is a type of advertisement aimed at promoting environmentally friendly or sustainable products or services. The primary goal of green advertising is to raise environmental awareness among consumers and motivate them to adopt more sustainable consumption behavior. The results of hypothesis testing using the Smart PLS application show that green advertising (X2) has a positive and significant influence on green awareness (Z). This indicates that green

advertising helps enhance consumer awareness of environmentally friendly products and services.

This is in line with research conducted by Rahmi et al. (2017). In a promotional advertisement, companies present information about the environmental impact of their products or services and how they responsibly manage their production processes. This can help increase consumer awareness about environmental issues and make them more conscious of the consequences of their consumption behavior.

Green advertising can motivate consumers to adopt more sustainable consumption behavior. In these advertisements, companies can highlight the benefits of their environmentally friendly products or services, such as the use of recycled materials or more energy-efficient production processes. This can make consumers more interested in choosing those products or services and help them understand the importance of adopting responsible consumption behavior.

Overall, it can be concluded that green advertising significantly influences green awareness. Through such advertisements, companies can help increase consumer awareness about environmental issues and motivate them to adopt more sustainable consumption behavior. However, consumers should also remain critical of these advertisements and conduct their own research to ensure the authenticity of the environmental claims made by companies.

### *The Effect of Green Awareness (Z) on Purchase Decision (Y)*

Green awareness, also known as environmental consciousness, refers to consumers' concern for environmentally friendly products, extending to recommending healthy lifestyles to other consumers. Green awareness is also known as customers' knowledge of a product's environmental performance. The results of hypothesis testing using the Smart PLS application indicate that green awareness (Z) has a positive and significant impact on purchase decision (Y). This demonstrates that green awareness helps enhance the decision-making process for purchasing environmentally friendly products and services.

This aligns with research conducted by Song et al. (2019). Green awareness can help increase consumer awareness of environmental issues,

such as climate change, renewable energy use, and waste management. Green awareness also motivates consumers to seek out green products and consider environmental factors in their purchasing decisions. Environmentally conscious consumers are often more interested in purchasing products made from eco-friendly materials or those produced using energy-efficient manufacturing processes. Green awareness also enhances consumers' perception of the value of green products. Consumers who are aware of the positive impact of purchasing green products on the environment are more likely to view green products as a good investment and consider them a significant added value.

#### *The Effect of Green Brand Attribute (X1) on Purchase Decision (Y)*

Green brand attributes, such as environmental awareness, health consciousness, and social commitment, contribute to purchasing decisions for environmentally friendly products. The results of hypothesis testing using the Smart PLS application, which indicate that green brand attributes (X1) have a positive and significant impact on purchase decisions (Y), interpret that green brand attributes aid in enhancing purchasing decisions for environmentally friendly products and services.

These findings align with research conducted by Schuitema & De Groot (2015). Consumers who are more environmentally conscious tend to prefer products with green brand attributes, even if they come at a higher price compared to non-environmentally friendly products.

Green brand attributes can influence consumers' perceptions of product quality. Consumers are more likely to view products with green brand attributes as high-quality and innovative. Thus, green brand attributes can impact consumer purchasing decisions. However, it's important to note that the influence of green brand attributes on purchase decisions is not always consistent among all consumers. Some consumers may focus more on other factors such as price, quality, and product convenience rather than environmental factors. Therefore, managers need to consider various factors that influence consumer purchasing decisions.

By effectively implementing managerial strategies related to green brand attributes, companies can create a strong and trustworthy

brand image in the eyes of consumers, thereby enhancing consumer confidence in their products. This can have a positive impact on consumer purchasing decisions and contribute to boosting product sales.

#### *The Effect of Green Advertising (X2) on Purchase Decision (Y)*

Green advertising, or advertisements that highlight the environmental aspects of products or brands, can have a significant influence on green product purchasing decisions. Consumers are more likely to buy green products after seeing ads or promotions that emphasize sustainability or environmental features. The results of hypothesis testing using the Smart PLS application, which indicate that green advertising (X2) has a positive and significant impact on purchase decisions (Y), interpret that green advertising helps enhance purchasing decisions for environmentally friendly products and services.

These findings align with research conducted by Sönnichsen & Clement (2020). Green advertising, or advertisements that highlight the environmental aspects of products or brands, can have a significant influence on green product purchasing decisions. Consumers are more likely to buy green products after seeing ads or promotions that emphasize sustainability or the environment.

Green advertising can help increase consumer awareness of green products and provide information about sustainability or environmental features of the product or service. Consumers who are more aware of the environmental impact of products are more likely to choose green products as part of their efforts to support a better environment.

#### *The Effect of Green Brand Attribute (X1) on Purchase Decision (Y) through Green Awareness (Z)*

Green brand attribute pertains to a brand characteristic that underscores the environmental and sustainable facets encompassed by a product or brand. Instances of green brand attributes encompass the utilization of organic materials, recycling practices, or the curtailment of waste and carbon emissions. Green brand attributes wield a noteworthy role in determining consumers' choices for eco-friendly product



acquisitions. The impact of green brand attributes on consumers' decisions to purchase green products is contingent upon the extent of their awareness concerning environmentally conscious practices.

In this particular context, green awareness assumes the role of a moderating factor in the influence exerted by green brand attributes on consumers' decisions to purchase green products. Consumers who possess a heightened level of green awareness are more inclined to opt for green products endowed with robust green brand attributes, as they grasp the significance of environmental concerns and sustainability in their purchasing choices. Conversely, consumers with lower levels of green awareness may not accord as much significance to green brand attributes when making their purchasing decisions.

Hence, an investigation into the interplay between the impact of green brand attributes on consumers' decisions to purchase green products, moderated by green awareness, can offer valuable insights into the dynamics of these elements within the context of eco-friendly product acquisitions. The outcomes of this study can enhance corporations' comprehension of consumer inclinations toward green products and facilitate the formulation of more efficacious marketing strategies for green products in the future.

#### *The Effect of Green Advertising (X2) on Purchase Decision (Y) through Green Awareness (Z)*

Green advertising holds a noteworthy sway over decisions to purchase green products, particularly when this influence undergoes moderation by the extent of consumer awareness towards environmental issues. Consumers who possess an elevated level of green awareness tend to exhibit heightened sensitivity to ecological concerns and incorporate sustainability factors into their buying choices. Within this framework, green advertising can function as a potent mechanism for cultivating consciousness and augmenting consumer mindfulness towards environmentally conscious matters. A study has unearthed that green advertising can foster an uptick in consumer awareness and knowledge concerning sustainability, thereby augmenting the likelihood of their embracing green product purchases.

The impact of green advertising on decisions to purchase green products may fluctuate contingent on the level of consumer green awareness. Consumers endowed with a heightened level of green awareness might display more skepticism toward green advertising, necessitating a greater degree of substantiation or concrete actions from companies in their endeavors towards sustainability prior to committing to green product purchases. Conversely, consumers endowed with a lower degree of green awareness might prove more susceptible to the sway of green advertising, being more predisposed to expressing interest in green products upon encountering advertisements or promotions spotlighting sustainability or environmental aspects.

Hence, the effect of green advertising on decisions to purchase green products is amenable to moderation by the extent of consumer green awareness. Enterprises or brands would be well-advised to acknowledge the disparities in levels of consumer green awareness and tailor their marketing strategies accordingly to achieve optimal outcomes.

#### **Conclusion**

The research findings reveal that green brand attributes and green advertising can enhance the purchase decision of environmentally-friendly shopping bags. Attributes of shopping bag products, such as a relatively higher price compared to similar non-branded products, are not a concern for consumers, and they still choose to purchase these products. Similarly, with green advertising, company vigorously promotes environmental awareness through electronic and social media. This captures consumers' attention. Consumers influenced by these advertisements become educated and make purchases of environmentally-friendly shopping bag products. Environmentally-conscious consumers make efforts to minimize environmental pollution, and one simple way is by reducing plastic usage through the use of eco-friendly shopping bags. This demonstrates that when consumers are aware of environmentally-friendly products, they choose to purchase them.

The results of this research are worth considering given the importance of

environmental conservation through various efforts to reduce plastic waste. Companies can capitalize on this opportunity to gain consumer attention by promoting environmentally-conscious advertisements and campaigns. This way, consumers will easily become loyal to the products and make purchases.

Recommendations for further research include investigating other possible intervening factors that could influence purchasing decisions. Additionally, there are still many environmentally-friendly products that can be further analyzed to understand what factors drive consumers to purchase them. Furthermore, future research could compare the influence of factors affecting the purchase decision of eco-friendly shopping bags with the purchase decision of non-eco-friendly products. This could help in understanding the differences in consumer behavior between sustainable and conventional products.

The findings of this research can be utilized by business owners to analyze the factors that influence consumer purchasing decisions, ultimately leading to increased company sales.

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