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The Role of Environmental Knowledge in Mediating the Influence of Attitude, Eco-Label, Marketing, Price, and Green Innovation on Purchase Intention

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ABSTRACT

The environmental crisis resulting from unsustainable consumption and production patterns has intensified the need to understand the factors driving consumers' intentions to purchase environmentally friendly products. However, empirical evidence regarding the role of environmental knowledge as a mediating variable remains inconclusive. This study aims to examine the influence of eco-labeling, green advertising, price, product innovation, and environmental attitude on purchase decisions, with environmental knowledge serving as a mediating variable. A quantitative research design was employed, using a survey method, involving 224 respondents in Batam City who are interested in environmentally friendly products. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that eco-labeling, green advertising, product innovation, and environmental attitude have a significant positive effect on environmental knowledge, whereas price does not show a significant influence. Furthermore, environmental knowledge does not have a direct, significant effect on purchase decisions, suggesting that communication strategies and green innovation drive consumers' purchasing decisions more than knowledge alone. Overall, the findings highlight the importance of sustainability-oriented marketing communication and innovation in strengthening green purchase decisions and provide practical implications for businesses and policymakers in promoting sustainable consumption.

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1. INTRODUCTION

Unsustainable patterns of production and consumption have generated severe environmental consequences, including climate change, air and water pollution, ozone layer depletion, and ecosystem degradation, which have become major global concerns [1]. In Indonesia, this issue is particularly evident in the high volume of household waste. Data from

the National Waste Management Information System show that food waste accounts for 40.5%, plastic waste for 18.2%, and household waste for 39.4% of total waste generation, indicating serious challenges to environmental sustainability [2]. These conditions underline the urgency of shifting consumer behavior toward environmentally friendly products as part of a broader sustainability agenda. In response to environmental degradation, governments, businesses, and researchers have promoted alternative production and consumption models that emphasize green and sustainable products [3]. Green products are designed to minimize environmental impacts throughout their life cycle, including material selection, packaging, consumption, and disposal. However, despite the increasing availability of green products, consumer purchase intention toward them remains inconsistent, suggesting that environmental awareness alone may not be sufficient to drive sustainable consumption behavior.

From a theoretical perspective, consumer purchase intention is influenced by a combination of cognitive, affective, and behavioral factors. The Theory of Planned Behavior explains that attitudes, knowledge, and perceived value play a central role in shaping behavioral intentions. In the context of green consumption, green marketing strategies, eco-labels, green pricing, and green innovation are designed to communicate environmental value and influence consumer attitudes and perceptions [4]. Empirical studies have shown that green marketing positively affects purchase intention by aligning products with consumers' environmental values [5], particularly among younger consumers who are more responsive to social influence and sustainability narratives [6]

Environmental knowledge has also been identified as a key determinant of green purchase intention. Consumers with higher levels of environmental knowledge tend to perceive green products as safer, more credible, and more beneficial for environmental preservation [7]. Previous studies further confirm that environmental knowledge positively shapes attitudes and beliefs toward environmentally friendly products [8]. However, empirical findings remain mixed regarding whether environmental knowledge directly translates into purchase intention or functions more effectively as a mediating mechanism between marketing stimuli and consumer behavior.

This inconsistency reveals a research gap in the existing literature. While prior studies have largely examined the direct effects of green marketing variables and environmental knowledge on purchase intention, limited attention has been given to the mediating role of environmental knowledge in explaining how green product attributes and marketing strategies influence consumer intention, particularly in developing urban contexts such as Batam City. Moreover, previous research often focuses on individual variables in isolation, rather than integrating green products, eco-labels, green marketing, green prices, and green innovation within a single analytical framework.

Therefore, this study aims to analyze the influence of green products, eco-labels, green marketing, green prices, and green innovation on green purchase intention, with environmental knowledge serving as a mediating variable. By adopting an integrated model, this research aims to provide a more comprehensive understanding of the mechanisms driving sustainable consumption behavior among urban consumers. The findings of this study are expected to contribute theoretically by clarifying the role of environmental

knowledge within green consumer behavior models and empirically by providing evidence from the Indonesian context. In practice, the results are expected to help business actors design more effective green marketing strategies and support policymakers in formulating educational and promotional programs that encourage sustainable consumption and environmental responsibility.

Hypothesis Development

Companies that adopt environmentally oriented strategies not only generate substantial financial benefits while preserving the environment, but sustainable business practices also contribute to long-term corporate survival [9] stated that effective green marketing management helps develop better environmental knowledge because customers associate such brands with environmental support. According to Moslehpour [10], green marketing initiatives enable companies to meet consumer needs without harming the environment. Environmentally friendly promotion and packaging are key elements of green marketing strategies. Puspitasari et al. [11] argued that customer responses, such as green purchasing behavior toward green marketing initiatives, are influenced by their level of environmental knowledge.

H1: Green marketing has a positive effect on environmental knowledge.

Previous studies on the acquisition of eco-labeled products have faced several obstacles, including limited knowledge of eco-labels, lack of information about eco-labels, and low demand for eco-labeled products [12]. Knowledge of eco-labels can influence environmental awareness by enhancing consumers' understanding of environmentally friendly products and their production processes [13].

H2: Eco-labels have a positive effect on environmental knowledge.

In most pro-environmental behavior models, attitude is positioned as a central variable between environmental knowledge and behavior [14], where environmental knowledge and pro-environmental attitudes are closely related (Bamberg, 2003). In this study, environmental attitude is measured in terms of consumers' level of environmental concern and their views on environmental protection.

H3: Environmental attitude has a positive effect on environmental knowledge.

Kautish et al. [15] found that green innovation has a direct effect on environmental knowledge. Similarly, Iqbal [16] reported that green innovation directly influences environmental knowledge. Green innovation is a strategy that involves developing and implementing new methods, systems, procedures, and manufacturing processes to reduce negative environmental impacts. Creating green innovation requires additional development, which in turn requires time and cost, but it can optimize productivity and cost efficiency and create new market opportunities through product innovation [17].

H4: Green innovation has a positive effect on environmental knowledge.

Consumers are highly sensitive to price, which easily influences their attitudes and behavior. According to Widodo [18], pring is a methodology that integrates environmental considerations into product or service evaluation to encourage sustainable consumption. Furthermore, the higher the perceived value of environmentally friendly products resulting

from enhanced marketing communication, the greater the consumers' willingness to accept premium prices [19].

H5: Price has a positive effect on environmental knowledge.

Knowledge reflects the extent to which consumers understand and store information about a product in their memory. Consumers' awareness of product characteristics influences this level of understanding, their evaluation of product quality and benefits, and the extent to which they pay attention to product advantages [20]. It is believed that the better consumers' environmental knowledge, the more they understand the quality of green products, thereby increasing their motivation to purchase environmentally friendly products [21].

H6: Environmental knowledge has a positive effect on purchase decisions.

As environmental degradation increases, companies increasingly adopt green marketing strategies, and many customers are already aware of the importance of environmental preservation by choosing companies that implement green marketing concepts. This is supported by Widodo [18], who stated that green marketing partially influences purchase decisions. Rumangkit et al. [22] also noted that positive green marketing management helps develop better environmental knowledge, as customers associate brands with environmental support. Recent studies indicate that the use of green color in marketing strategies increases consumer awareness and builds confidence, which ultimately leads to a greater tendency to purchase [23].

H7: Green marketing has a positive effect on purchase decisions.

In this study, eco-labels are defined as symbols easily found on products or packaging that represent companies or the quality of green products [24]. This study supported this finding, stating that eco-labels influence product purchasing habits. In addition, eco-labels affect consumers' intention to purchase green products [25].

H8: Eco-labels have a positive effect on purchase decisions.

Büyükdağ [26] found that students' environmental awareness and responsibility influence their decisions to purchase environmentally friendly products, and such awareness is triggered by surrounding environmental conditions. Consumers believe that purchasing green products increases company profits, encouraging firms to become more environmentally responsible and improve their performance in producing green products [27]. Consumers' environmental attitudes reflect their evaluations and feelings toward environmental issues, whereas consumer behavior refers to actual actions taken during the purchasing and product-use processes [28].

H9: Environmental attitude has a positive effect on purchase decisions.

Price sensitivity is positively correlated with purchase intention. Price sensitivity can significantly affect purchase intention. According to Asih et al. [29], price is an important component in forming purchase intention. Consumers assume that environmentally friendly products have positive impacts on themselves and the environment, which explains their willingness to pay premium prices for green products [30].

H10: Price has a positive effect on purchase decisions.

Ariestania and Adriyanto [31] proved that consumers are increasingly concerned about healthier lifestyles and environments, which encourages their intention to purchase

food and products by considering food quality, health, and environmental impacts. It is also believed that the better consumers' environmental knowledge, the more they understand the quality of green products, thereby increasing their motivation to purchase environmentally friendly products [32].

H11: Environmental knowledge has a positive effect on purchase decisions.

2. METHOD

This study employed a quantitative methodology as described by Sekaran and Bougie (2013), collecting data through a questionnaire specifically designed to examine relationships among variables. The questionnaire utilized a Likert scale ranging from 1 to 5. The sampling methodology applied non-probability sampling in conjunction with purposive sampling. Non-probability sampling is a technique in which not all members of the population have an equal chance of being selected as a sample. Purposive sampling, also referred to as judgmental sampling, is a nonprobability sampling method in which researchers deliberately select participants who possess specific characteristics relevant to the research objectives.

The sample size for this study was determined using G*Power software, which calculates the minimum required sample size based on an a priori analysis (Faul et al., 2007). The minimum required sample size was set at 138 respondents. Data analysis was conducted using SmartPLS version 3.1.1.1, which is an integral component of the Partial Least Squares–based Structural Equation Modeling (PLS-SEM) approach.

3. RESULTS AND DISCUSSION

The study found that female respondents were more dominant, with 135 compared to 76 male respondents. The respondents were predominantly aged 18–26, totaling 145. Furthermore, the findings show that the most dominant income range among respondents was IDR 5,000,000–IDR 10,000,000, with 95 respondents. The characteristics of the respondents are presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Classification	Total
Gender	Female	135
	Male	76
Age	< 17 years	45
	18–26 years	145
	27–36 years	19
	> 36 years	2
Income	< Rp5.000.000	65
	Rp5.000.000 – Rp10.000.000	95
	Rp10.000.000 – Rp15.000.000	48
	> Rp15.000.000	3

Table 2. Cross loading

Variable	Cross Loadings
EL1	0.833
EL2	0.845
EL3	0.891
HG1	0.869
HG2	0.895
HG3	0.906
IH1	0.818
IH2	0.850
IH3	0.753
IH4	0.849
IH5	0.836
IP1	0.807
IP2	0.762
IP3	0.827
KP1	0.854
KP2	0.847
KP3	0.862
KP4	0.703
PL1	0.799
PL2	0.856
PL3	0.811
SL1	0.860
SL2	0.863
SL3	0.679

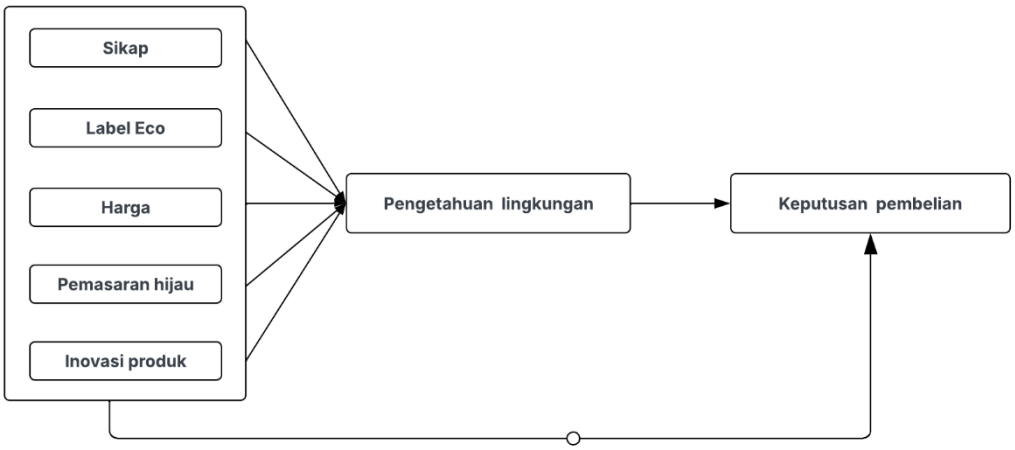

Figure 1. Framework

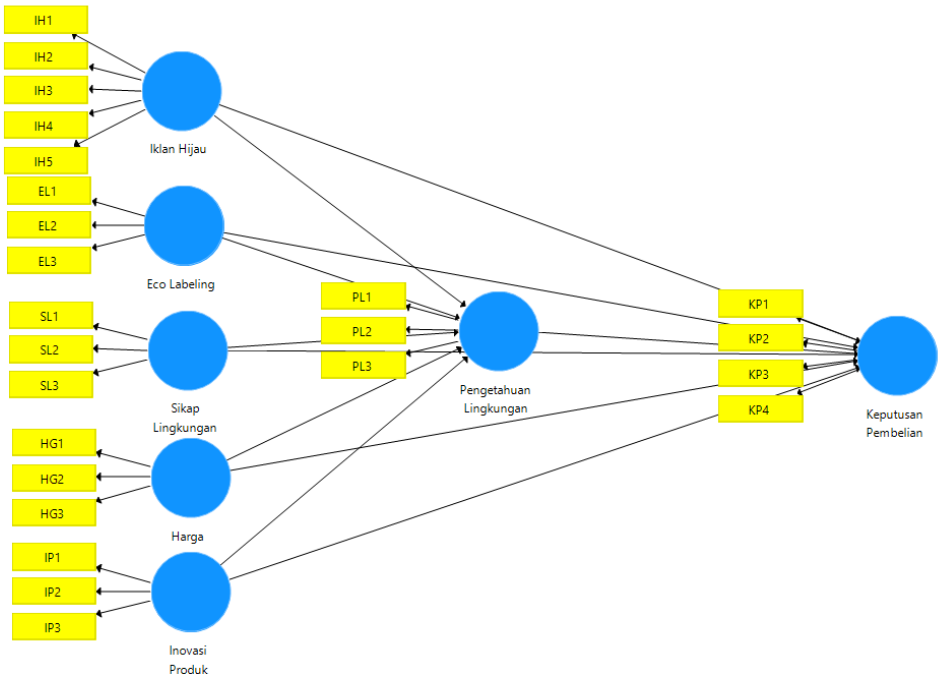

Figure 2. Research Model

SEM-PLS Outer Model Reliability and Validity

The tests conducted on the outer model include validity and reliability assessments. Validity testing was conducted using convergent validity, with an outer loading value greater than 0.70 considered acceptable (Hair Jr. et al., 2021). In this study, all indicators of the constructs Green Advertising, Eco Labeling, Environmental Attitude, Price, Product Innovation, Environmental Knowledge, and Purchase Decision showed outer loading values above 0.70, thus meeting the criteria for convergent validity. Indicators that did not meet the required criteria were removed to ensure more accurate measurement results.

The Average Variance Extracted (AVE) values were also above 0.50, indicating that each construct explained more than 50% of the variance in its indicators. In addition, the Composite Reliability and Cronbach's Alpha values for all constructs exceeded 0.70. Therefore, it can be concluded that all indicators in this study are valid and reliable, and the model is suitable for further analysis.

Measurement Model Analysis

This study employed the PLS analysis technique using SmartPLS 3.0 software. After testing the respondent characteristics, all variables in this study demonstrated good reliability and validity, as presented in Table 3. The outer loading values of all indicators exceeded the minimum threshold of 0.70. Furthermore, the AVE values for all variables were above 0.50, Cronbach's Alpha values exceeded 0.60, and Composite Reliability values were greater than 0.70.

Thus, it can be concluded that all constructs, namely Eco Labeling, Price, Green Advertising, Product Innovation, Purchase Decision, Environmental Knowledge, and Environmental Attitude, have satisfied the criteria for reliability and convergent validity.

Table 3. Measurement Model Analysis

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Eco Labeling	0.819	0.823	0.892	0.734
Price	0.869	0.873	0.920	0.792
Green Ads	0.881	0.890	0.912	0.676
Product Innovation	0.728	0.761	0.841	0.638
Purchase Decision	0.834	0.838	0.890	0.671
Environmental Knowledge	0.760	0.763	0.862	0.676
Environmental Attitude	0.726	0.757	0.845	0.648

Source: Processed primary data output, 2025

SEM-PLS Inner-Model

Table 4. Inner Model

Variable	R Square	R Square Adjusted
Purchase Decision	0.691	0.682
Environmental Knowledge	0.736	0.729

Based on Table 3, the R-square value for the Purchase Decision variable is 0.691, which indicates that 69.1% of the variability in Purchase Decision can be explained by the independent variables included in this study. In comparison, the remaining 30.9% is explained by other variables outside the research model.

Meanwhile, the R-square value for the Environmental Knowledge variable is 0.736, meaning that its influencing variables can explain 73.6% of the variability in Environmental Knowledge, and other factors beyond this study explain the remaining 26.4%.

Therefore, both R-square values indicate that the research model has strong explanatory power, as they exceed the 0.67 threshold recommended by Hair et al. (2019).

T Hypothesis Test

Table 5. T Hypothesis Test

No	Variable	Original Sample (O)	Sample Mean (M)	Std. Deviation (STDEV)	T-Statistics	P-Value
1	Eco Labeling → Environmental Knowledge → Purchase Decision	0.056	0.053	0.025	2.249	0.025
2	Price → Environmental Knowledge → Purchase Decision	-0.016	-0.015	0.015	1.105	0.270
3	Green Advertising → Environmental Knowledge → Purchase Decision	-0.003	-0.001	0.011	0.261	0.794
4	Product Innovation → Environmental Knowledge → Purchase Decision	0.036	0.035	0.018	2.059	0.040
5	Environmental attitude → Environmental Knowledge → Purchase Decision	0.116	0.111	0.046	2.525	0.012

Based on the T-test results in the table, the variables Eco Labeling, Green Advertising, and Product Innovation have a significant effect on Environmental Knowledge,

with p-values of 0.025, 0.040, and 0.012 (<0.05), respectively. This indicates that these three factors can increase consumer understanding of environmental issues. In contrast, the Price variable and the relationship between Environmental Knowledge and Purchasing Decisions do not show a significant effect because the p-value is greater than 0.05. Thus, consumer purchasing decisions are more influenced by communication and environmentally friendly innovation factors than by price factors or the level of environmental knowledge itself.

4. CONCLUSION

Conclusion

This study demonstrates that the variables Eco-Labeling, Green Advertising, and Product Innovation significantly influence Environmental Knowledge, which, in turn, positively affects consumer awareness of environmentally friendly products. These results indicate that sustainability-based communication and innovation play a significant role in shaping green purchasing behavior. Meanwhile, the variable price and the relationship between Environmental Knowledge and Purchase Decisions did not show a significant influence, indicating that economic factors are not yet a primary consideration in the decision to purchase green products. Overall, this research model adequately explains the relationships between variables and emphasizes the importance of environmental knowledge as a mediating element in the decision-making process for purchasing environmentally friendly products.

Recommendations

This study is limited by the scope of respondents, who were predominantly from a young age group, so the results may not fully reflect the behavior of all consumers. Future research is recommended to expand the respondent demographic and consider other variables, such as brand trust or consumer ethical awareness, to provide a more comprehensive understanding. Furthermore, companies are expected to improve the effectiveness of green marketing strategies through environmental education and sustainable innovation to strengthen consumer interest and purchasing decisions for green products.

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