

Research Article

Environmental Attitudes, Brand Image, and Their Influence on Purchasing Decisions for Environmentally Friendly Packaging Products with Gender Variable

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Abstract.

Green marketing as part of the company's marketing strategy is carried out with an eco-friendly concept. This research aims to analyze the influence of environmental attitude and brand image on purchasing decisions for eco-friendly packaging products, both partially and simultaneously. Gender as a moderating variable is used to see whether different genders have different perspectives in responding to green marketing. The population is Generation Z who live in Jakarta and its surroundings. Non-probability sampling techniques were used with a purposive sampling approach combined with convenience sampling. The number of members were 138 from all population areas, selected by accident or convenience. The analysis technique used is moderated regression analysis (MRA). The results of the analysis show that the environmental attitude variable has a positive and significant effect on the purchasing decision variable. The brand image variable has a positive and significant effect on purchasing decisions. Simultaneously, the environmental attitude and brand image variables had a positive and significant effect on the decision to purchase eco-friendly packaging products. Gender as a moderating variable turns out to significantly increase the influence of environmental attitude and brand image on the decision to purchase eco-friendly packaging products by 2%.

Keywords: green marketing, eco-friendly, environmental attitude, brand image

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Published: 29 August 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ASABEC 2023 Conference Committee.

1. Introduction

Product packaging is the "silent salesperson". Without the need for many salespeople, packaging can inform customers everything about the product, able to build emotional bonds with consumers through psychological connections. According to research from Mahera Mazhar [1], packaging is a complete package of all the products offered by the company. Apart from being able to increase product existence, it can also build a strong brand image in the minds of consumers, as well as being a promotional tool which includes color, material, design, which can stimulate impulse buying behavior. Other research says packaging can be a medium of communication between producers and

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consumers. The packaging design is informative, informing the product name, product composition and net weight of the product. Clearly identify the benefits, how to use the product and clear labels [2].

Currently, quite a lot of companies are implementing go green management, with eco-friendly packaging. For example, PT Sinar Sosro cares about product quality, product safety, consumer health and environmental friendliness. PT Sinar Sosro processes tea dregs, which are product waste, into compost. Meanwhile, The Body Shop is famous for its green marketing with natural products, animal cruelty free and no animal testing. Body Shop has made a recycled packaging policy, consumers get points if they bring back product packaging.

Eco friendly packaging is the food packaging of the future which is now being introduced to the world because it has many advantages, is environmentally friendly and does not harm the ecosystem. This is the right choice to replace plastic and Styrofoam packaging. Eco friendly packaging is usually made from paper. This packaging is very safe and easy to apply in various forms, one of the products is Brown Paper or Kraft Paper. This product is brown because it is not processed with bleach. This brown paper packaging product is environmentally friendly because it is bio-degradable or easily decomposed and the manufacturing process is very natural so that it produces a food-grade product or is safe to use as food packaging. Eva's research, Marckgott said that products with matte or dull packaging are considered more natural and increase the natural perception of the product [3].

Preliminary test of 30 generation-Z people, both men and women, regarding what they consider when buying a product, 80 percent answered that product price is an initial consideration in decision making, the rest answered product quality. In fact, research from Yanti states that green marketing has a significant influence on product purchase interest [4], brand image has a significant influence on purchase interest and green marketing and brand image simultaneously have a significant influence on consumer purchase interest. Research from Tan, Zhongfu states that there is a significant positive relationship between the green marketing approach (knowledge, attitude, environmental knowledge) and the intention to buy green products [5]. In addition, environmentally friendly products with high ecological quality create positive intentions towards consumer choice, furthermore the green marketing approach directly and significantly influences the green product brand image and trust.

Does environmental attitude and brand image partially influence the decision to purchase eco-friendly packaging products? Do environmental attitude and brand image together have a significant influence on the decision to purchase eco-friendly packaging products? Is there gender as a moderating variable that can play a role in strengthening or weakening the influence of environmental attitude and brand image on the decision to buy products with eco-friendly packaging?.

Packaging has the main function of protecting products from external contamination, including ensuring food safety, maintaining quality, and increasing shelf life. Apart from providing protection and maintaining product quality, packaging is very important because it can be the key to competitive advantage in the food industry. Packaging can be aimed at fulfilling consumer desires, expanding market share, enabling lower costs, increasing profits, providing uniqueness to a product, and making distribution and transportation easier. According to Government Regulation no. 86 of 2019, which is outlined in POM Agency Regulation No. 20 of 2019, environmentally friendly packaging must meet several requirements: 1) The materials used are safe for consumer health. 2) The materials used do not pollute the environment. 3) The materials used can be recycled.

The development of information can change consumer attitudes towards the environment. In research by Nurcahyadi, 73 percent of consumers said they were ready to switch to more environmentally friendly products and 41 percent said they preferred products made from natural and organic ingredients [6]. Other research from Siringi, R, said that Green Consumers' Behavior (GCB) is individual behavior that is influenced by their concern for the environment [7]. These behaviors are reflected by individuals, when searching for, purchasing, using, evaluating and disposing of products. Meanwhile, Andrew & Slamet, F, said that consumer behavior that cares about the environment will influence their desire to consume environmentally friendly products [8].

Environmental Attitude is not merely about concepts, but more about contextual meaning and how critical thinking a person does about how to preserve the environment so that it can be useful for the present and future [9]. Environmental attitude represents people's beliefs about the interconnection between humans and the environment, thus having a positive environmental attitude allows people to identify the negative consequences of behavior towards the environment. The indicators used are: 1) Commit for Environmental safeguard 2) Responsible for sustainable environment 3) Provide the environmental issues and problem solving 4) Protect and Improve for the environment 5) Share solutions and problem solving for the environmental damage [10]. The results

of research from Liu, P., Teng, M., & Han, C, show that environmental knowledge has a significant positive effect on environmental attitude, then environmental attitude has a significant positive effect on environmental behavior intentions and proenvironmental behavior, and shows that environmental behavioral intentions have a significant positive effect on pro-environmental behavior. Faize, F. A., & Akhtar, M., also found that there is a positive and significant correlation between environmental knowledge and environmental attitude [12]. The research aims to connect undergraduate students with nature and then involve them in scientific arguments as an effort to increase environmental knowledge.

A brand is not just a company logo created as a product identifier. Many consumers are willing to buy a product that is newly marketed, just because it comes from a well-known brand. If consumers already trust a brand, there will be an increase in sales, because as consumers' trust in a brand increases, sales will increase rapidly.

For a marketer, a brand is an identity and market controller. Like people, products also need an identity. Building a brand image is not an easy thing. It takes years and ongoing consistency. Kotler, Philip said that the steps that can be used to build a brand image are: 1) Consistency, so it takes a long time for a brand. Maintain the brand for a long period of time [13]. 2) The logo and brand are made unique and different from competing companies. The logo design is adapted to the business and the logo is made to impress consumers. 3) Contains a communicative message. 4) A form of communication that is fast and on target. 5) Brand resources are utilized optimally. 6) Having prejudice against the brand .7) Crystallizing the brand image. 8) Consistent communication. 9) Personal commitment to the brand.

Gender is linked to environmental attitude because in terms of characteristics, women and men have different characters. Women use their right brain more often, so they are better able to see from various points of view to draw conclusions. Women's brains are better able to link memories and social situations, this is the reason women rely more often on feelings. Women can absorb information five times faster than men, so they can conclude things more quickly than men [14].

The relationship between environmental attitude and the decision to purchase environmentally friendly products resulted in the finding of a significant positive relationship between the green marketing approach and the intention to purchase environmentally friendly products. In addition, environmentally friendly products with high ecological quality create positive intentions towards consumer choice. The green marketing

approach (green knowledge, attitudes and environmental knowledge) directly and significantly influences environmentally friendly product brand image and trust. Green marketing can help companies achieve and maintain brand equity [5, 15].

Research from Utami, Wu Lanmeng, and Malini [16-18] states that products that have an environmentally friendly brand image, both raw materials and packaging, have a positive and significant influence on consumers' decisions to consume these products. The importance of brand image was also stated by Dewi, namely that green marketing has a positive and significant effect on purchasing decisions and on the company's brand image [19]. Meanwhile, brand image is positively and significantly able to mediate the influence of green marketing on product purchasing decisions.

Environmentally friendly business campaigns have a positive and significant influence on the intention to purchase slow fashion products, then environmental attitudes mediate between environmentally friendly business campaigns and the intention to purchase slow fashion products (Adialita Environmentally friendly product campaigns are the responsibility of the government. As the manufacturer policy, through positive campaigns, the government can shape people's attitudes towards the environment. People who have responsibility for the environment will consistently maintain environmental sustainability, and continue to learn the importance of protecting the environment. The effective age for learning to preserve the environment is 7 years to 14 years [20].

Research from Alhalli and Febriani states that caring attitudes towards the environment, environmental knowledge and spirituality have a significant influence on the intention to purchase environmentally friendly products [21, 22]. Meanwhile, Prawesti said that environmental attitude has a positive and significant influence on green purchase behavior and by using a moderating variable, namely gender, the influence of environmental attitude on green purchase behavior increases, although the increase is not too significant [23]. Siswono said that companies must observe consumer behavior, namely attitudes towards environmentally friendly products as part of an expression of concern for the environment [24]. Consumers' ecological knowledge is able to shape the company's image. So that consumers' attitudes and knowledge towards environmentally friendly products influence the image of companies that carry an environmentally friendly concept.

Customer awareness of environmentally friendly products is increasing and there is a trend towards increasing environmentally friendly marketing strategies.

2. Methodology

This research is a type of quantitative research with qualitative data from a survey using a Likert scale. The qualitative data with a Likert scale was then quantified so that it could be analyzed using the moderated regression statistical method. The research population is all generation Z who live in the city of Jakarta and its surroundings. The sampling technique is non-probability sampling with a purposive sampling approach combined with convenience sampling. The number of sample members in this study was 138 people selected by accidental or convenience sampling. The data collection technique uses a survey method approach with interview techniques both directly and indirectly using questionnaires. The form of questions presented in the questionnaire are closed questions, with the measurement scale used being the Likert scale.

This research uses Moderated Regression Analysis (MRA), to analyze research hypotheses about the variables that determine purchasing decisions for eco-friendly packaging products with gender as the moderating variable. The variables that are predictors in this research are the environmental attitude variable and the brand image variable. The use of the MRA (Moderated Regression Analysis) method is to measure the influence or degree of relationship between variables whose dimensions have been identified, as well as the influence of moderating variables on this relationship.

The Moderated Regression Model (MRA) can be depicted in the following diagram:

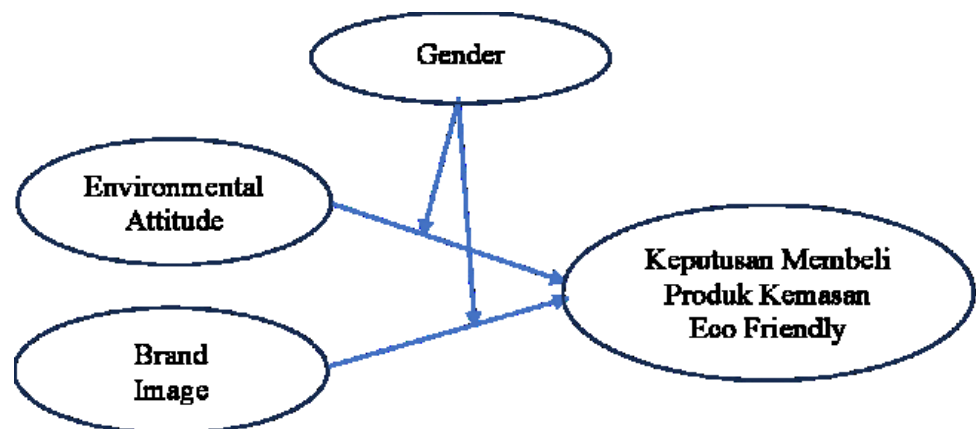


Figure 1: Moderated Regression Model (MRA).

Environmental Attitude according to Janmaimool, P., & Khajohnmanee, S. is environmentally friendly behavior to measure consumer perceptions of the use of eco-friendly packaging [10]. The indicators used are: 1) Commit for Environmental safeguards. 2) Responsible for a sustainable environment. 3) Provide environmental issues and

problem solving. 4) Protect and Improve for the environment. 5) Share solutions and problem solving for the environmental damage. Meanwhile, Brand Image according to Kotler is a belief about a particular brand. Image or association represents a perception that can reflect objective reality or not [13]. Indicators used: 1) Consistency of Logo Design. 2) Company Logo/brand design. 3) Message in advertising. 4) The form of communication is right on target.

Based on the data analysis model in Figure 1, the hypothesis formulation is:

H1: Environmental attitude and brand image each partially have a positive influence on purchasing decisions for eco-friendly packaging products

H2: Environmental attitude and brand image together have a positive influence on the decision to purchase eco-friendly packaging products.

H3: Gender as a moderating variable strengthens the influence of environmental attitude and brand image on purchasing decisions for eco-friendly packaging products.

3. Results

3.1. Research instrument test results

TABLE 1: Reliability test results for environmental attitude, brand image and purchase decision variables.

Num	Variables	Cronbach's Alpha	Explanation
1	Environmental Attitude	0,927	Reliabel
2	Brand Image	0,851	Reliabel
3	Purchasing Decision	0,855	Reliabel

In accordance with Nunnally's (1960) criteria, if the Cronbach's Alpha value is > 0.60 , it indicates that the variable is said to be reliable and this indicates that the respondent's answer to each question in the questionnaire is declared consistent. So all variables in this study have a Cronbach Alpha number > 0.60 , which means all variables are reliable.

From the results of testing the Pearson correlation numbers between each indicator on the total construct score, it shows significant results, where all the numbers in the Sig column. < 0.05 . So, it can be concluded that all the question indicators in the questionnaire are valid.

TABLE 2: Validity test results for environmental attitude, brand image and purchase decision variables.

Num.	Number of Questions	All Questions on variables	Pearson Correlation	Sig.	Explanation
1.	37	Environmental Attitude	> 0,30	0,0000	Valid
2.	8	Brand Image	> 0,30	0,0000	Valid
3.	4	Purchasing Decision	> 0,30	0,0000	Valid

TABLE 3: Regression analysis result before moderating variable.

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig
		B	Std. Error	Beta		
1.	(Constant)	.659	1.155		0,571	.569
	Environmental Attitude	.062	.010	.522	5,998	.000
	Brand Image	.083	.036	.200	2,296	.023

Dependen Variable: Purchasing Decision

Regression Model Before Moderation.

$$\text{Purchase decision} = 0.659 + 0.062 * \text{Environmental Attitude} + 0.083 * \text{Brand Image}$$

It is known that the Environmental Attitude significance value is 0.000 (< 0.05), so it can be concluded that the Environmental Attitude variable has a positive and significant effect on the Purchasing Decision Variable.

It is known that the Brand Image significance value is 0.023 (< 0.05), so it can be concluded that the Brand Image variable has a positive and significant effect on the Buying Decision Variable.

TABLE 4: Summery model output to see how much influence the two variables analyzed is as follows.

Model	R	R Square	Adjusted Square	R Std.Error of the Estimated
1	.675a	.455	.447	1.527

Predictors: (Constant), Brand Image, Environmental Attitude

R Square value is 0.455 which means that the Environmental Attitude and Brand Image variables are able to explain the product purchasing decision variable by 45.5% and the rest is explained by other variables.

Dependen Variable: Purchasing Decision

TABLE 5: The following coefficient table describes the regression model after the gender moderating variable.

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig
		B	Std. Error	Beta		
1.	(Constant)	.659	1.155		0,571	.569
	Environmental Attitude	.019	.123	.157	0,826	.410
	Brand Image	.296	.110	.714	2,703	.008
	X1G	.035	.016	1.205	2.126	.035
	X2G	-.162	.080	-1.181	-2.032	.044

It is known that the significance value of the interaction variable between Environmental Attitude and Gender is 0.035 (< 0.05), so it can be concluded that the Gender variable (G) is able to moderate the Purchase Decision Variable.

It is known that the significance value of the interaction variable between BRAND IMAGE and Gender is 0.035 (< 0.05) but has a negative relationship, so it can be concluded that the moderating variable (G) is able to moderate the Purchase Decision Variable.

TABLE 6: Coefficient of determination.

Model	R	R Square	Adjusted Square	R Std.Error of the Estimated
1	.689 ^a	.475	.459	1.510

b. Predictors: (Constant), Brand Image, Environmental Attitude, X1G, X2G

It is known that the R Square value is 0.475, so this means that the contribution of the influence of the Environmental Attitude (X1) and Brand Image (X2) variables to the Purchase Decision variable (Y) after the moderating variable (Gender) is 0.475 or 47.5%. There is an increase in the influence of moderation on purchasing decisions from 45.5% to 47.5%, so there is an increase in influence of 2% and is significant.

4. Discussion

In 2050, it is predicted that a child born in the 2000s will tend to live on a planet Earth that is 0.8°C to 2.6°C warmer, with sea levels 5-32 cm higher than in 1990. This statement is a research results from the UN Panel for climate change scientists or The Intergovernmental Panel on Climate Change (IPCC) in 2013. This means that Gen-Z, at the age of 50 years, must increasingly face extreme heat and flood disasters [25].

This research is an early warning for all humans, especially Gen-Z, to change their behavior so that this disaster does not become a reality. The consumer's decision to consume products with eco-friendly packaging is an awareness of preserving the environment. This awareness is an obligation that everyone must have, regardless of age, gender or profession. Generation Z, which is predicted to feel the impact of climate change the most, should be aware of the importance of protecting the environment and have a commitment to buying eco-friendly packaging products. The focus of attention of many researchers is on gen-Z, because generation-Z in terms of the composition of Indonesia's population amounts to 27.94%, so it plays an important role in environmental sustainability in the future. This group grew up amidst advances in information technology. Trends in the use of social media and the internet as well as the use of digital platforms can be utilized to prevent greater damage to nature and have a wider reach.

The results of this research show that the Environmental Attitude and Brand Image variables have a significant influence on generation Z's decision to buy products with eco-friendly packaging. The influence of these two variables is 45.5% and this influence increases by 2% with the gender variable as a moderator. This research is in line with a survey conducted by the Indonesian Political Indicators Institute in September 2021 which stated that 82 percent of generation Z and millennials were worried about world climate change. Other research that supports the results of this research is from Lu Wanmeng, Utami, Dewi and Malini, where it is said that the environmental attitude of generation Z and products that already have a brand image using eco-friendly packaging can influence decision to consume the product [19].

This research shows that environmental attitude and brand image are very important in supporting a company's business development. Environmental Attitude is a daily attitude that provides positive value to the environment and shows concern for the future of planet Earth. Environmental Attitude is the responsibility of the government and society, through daily life without having to go through formal institutions. According to Sherif, there are 5 characteristics of attitude, namely (1) it is not innate and formed through a learning process, (2) it can change depending on conditions that support change, (3) it does not stand alone but is influenced by objects, (4) social influence meaning it is influenced by a collection of objects and (5) there is motivation in the form of emotions or feelings for other people [26]. Based on this psychologist's opinion, this environmental attitude can be formed through an appropriate learning process. One way is through media campaigns.

In this era of social media, awareness of protecting the environment can be spread easily. Several well-known influencers, both world level and Indonesian influencers, have played a big role. Several influencers are active in environmental organizations such as WWF and Greenpeace whose main activity is re-greening nature that has been damaged. Established Indonesia Ocean Pride (IOP), whose main activity is minimizing waste entering the sea, carrying out a campaign to save the sea from rubbish. Some campaign through art media with environmental themes and some influencers campaign to save elephants and forest people by saving forests from irresponsible illegal logging.

Environmental attitude campaigns through social media can also be realized by changing lifestyles. Some influencers demonstrate an environmentally friendly lifestyle by recycling household waste, bringing their own bags when shopping, bringing their own drinking and eating containers, and saving water usage. This campaign carried out by influencers has brought changes in society, especially generation-Z, which can be seen from the decision to buy eco-friendly packaging products.

Apart from Environmental Attitude, the decision to buy eco-friendly packaging products is also influenced by the product's Brand Image. The brand image of products with eco-friendly packaging forms consumer trust in the product. Consumers, especially generation Z, who believe that the products they consume are committed to preserving the environment, will be loyal to the brand.

In Indonesia, several products that already have a brand image as environmentally friendly products are Ikea, Teh Sosro, Body Shop and SASC brand cosmetics. Ikea is a company that has implemented the go green concept. Apart from recycling, the raw materials used also involve logging according to the principles of sustainable living. Sostro Tea from PT. Sinar Sosro is a company that consistently implements 3 K and RL in its production process. The 3K and RL are quality, safety, health and environmental friendliness. Environmentally friendly means that product waste can be used as compost. The Body Shop (TBS) is a product with an animal free concept and accepts packaging recycling in exchange for points. The program that has become The Body Shop's brand image is Bring Back Our Bottles with the campaign slogan "Cool Without Trash" which turns out to be able to encourage consumers to bring empty Body Shop bottles or packaging back to outlets. The advantage obtained by consumers is that they get points which can later be exchanged for products of the consumer's choice. For companies, this program has created a positive brand image. Several fast foods in Indonesia that are starting to form a brand image for eco-friendly

products are McDonald's Indonesia and KFC Indonesia. These two fried chicken outlets have replaced plastic packaging with eco-friendly packaging.

McDonald's fast food outlets plan that by 2025 they will use 100 percent eco-friendly packaging. The use of eco-friendly packaging arises from consumer demand. This policy is a solution to regulations and consumer behavior around the world and the increasing pollution issue. Paper and cardboard-based packaging such as burger boxes and paper bags, which are used so far, are guaranteed to have eco-labeling that is free from deforestation. Slowly, this brand is starting to have an image of eco-friendly products and this is an opportunity to win the competition.

In terms of price, products with an eco-friendly brand image are quite expensive. Therefore, the decision to purchase eco-friendly packaging products can only influence 45.5%, the rest is influenced by other factors. To increase this influence, company policies need to be made such as determining profits that are not too large, looking for alternative supplies that provide cheaper prices, increasing efficiency and effectiveness in the use of raw materials and production processes, developing business networks to obtain raw materials, auxiliary materials and technology. environmentally friendly, minimizing the formation of waste in the production process. Increasing efficiency in waste management in the manufacturing industry will have an impact on reducing costs, one of which is environmental and social costs as an integral part of improving the welfare of the Indonesian people.

The use of gender as a moderating variable was able to significantly moderate the influence of environmental attitude and brand image on the decision to purchase products with eco-friendly packaging by 2%. This is in accordance with a study conducted by Tel Aviv University in 2015, women can absorb information five times faster than men. This is the reason women are quicker to conclude things than men and 70% of respondents in this study are female Gen-Z, so that information about the damage to the use of plastic packaging, plastic bags and the increase in non-recyclable waste is realized more quickly.

It's just that from an ecofeminist perspective, women and the environment are said to have a special relationship. The relationship between women and the environment is not a biological relationship but a relationship of shared experiences of oppression and exploitation under patriarchy and capitalism [27]. In traditional understanding, oppression is oppression carried out by a powerful group, thereby creating injustice. Oppression can occur when a group of people prevents another group from becoming

fully human and being treated humanely. Oppression can also occur due to policies carried out by the government or powerful groups which result in the formation of norms, habits and symbols that cannot be questioned. Normatively, women are seen as having a key role in environmental governance at both the household, national and global scales. In the long term, the ecofeminist perspective must end. Environmental problems must be resolved by all parties without looking at gender alone. The use of environmental campaigns without being fixated on a particular gender, but rather on efforts to alleviate environmental problems. Women and men have equality, society must realize that both men and women in the environment are subjects who deserve a place in the social and ecological system.

Eco-friendly packaging is made using materials that are easily decomposed in the soil, can be recycled, and are not harmful to the environment and humans. Some of the materials used are calico cloth, cardboard or carton boxes, brown paper packaging, woven bamboo, rattan, pandan leaves and water hyacinth. Eco friendly packaging not only protects the environment but can be used as promotional media and product branding. Packaging with an attractive and aesthetic design will shape the company's brand image. The results of this research show that it is time for companies to use environmental issues as a sustainable business strategy. Several strategies that can be used by companies that already use eco-friendly packaging to promote their brands are: (1) Using the words organic, environmentally friendly, recyclable and animal free. (2) Companies or brands are directly involved as funders in various environmental care campaign activities. (3) Play an active role in educating consumers about the importance of protecting the environment. (4) Be honest and open with consumers if the brand produced is not completely eco-friendly. (5) Donate a portion of company profits for environmental improvement. (6) Innovate eco-friendly materials used in the products. (7) Using influencers who are active in preserving the environment as brand ambassadors. (8) Actively voicing human rights. (9) Get involved in campaigns to protect the rights of minority groups. (10) Avoid using images and designs that degrade gender, ethnicity or skin color.

5. Conclusion

The Environmental Attitude and Brand Image variables has a positive and significant effect on the Purchasing Decision. Gender as a moderating variable apparently increases the influence of Environmental Attitude and Brand Image on the decision

to purchase eco-friendly packaging products significantly by 2%. The results of this research indicate the importance of companies paying attention to environmental sustainability in all aspects of their production process, especially in terms of the use of raw materials for product packaging. For companies with packaging products aimed at female consumers, companies must pay more attention to the use of environmentally friendly and recyclable packaging.

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