

Research Article

Awareness, Concern, and Perception of Young Consumers Toward Green Product Value with the Moderation of Sustainable Branding

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Abstract.

The focus on green businesses is increasing, but not all investors are committed to green products due to their high cost and innovative technology. According to a Katadata Insight Center survey in 2021, only 28% of consumers understand green products. This study aims to analyze the effect of Sustainable Brand (SB) moderation on the relationship between Green Product Awareness (GPA), Green Product Concern (GPC), Green Product Perception (GPP), and Green Product Value (GPV). The population consists of consumers in Jakarta and its surroundings. A sample of 100 people was selected using a combination of purposive and convenience sampling. Data analysis was carried out using Moderated Regression Analysis (MRA) with SPSS 23. The results of the study show that GPA has an effect on GPV. GPC affects GPV, and GPP affects GPV. The SB variable is able to moderate GPA and GPC towards GPV while for the GPP variable, the SB variable is not able to moderate effectively. The implications of this study show that further efforts are needed from the government, business actors/entrepreneurs, and the public to increase consumer awareness, concern, and perception of green products to create a better environment.

Keywords: green product awareness, green product concern, green product value, sustainable brand

1. Introduction

Green economy, green technology and green products are carried out to increase global competitiveness. Indonesia is already committed to developing green industries in an effort to realize the Sustainable Development Goals (SDGs), even though green industries are expensive investments. The concept of going green is carried out without causing pollution so that environmental sustainability can be maintained. Green products are expected to control excessive waste and pollution and be used as an effective solution to deal with environmental damage. Some large companies use green products as superior products to win the competition. Green products as

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products designed using environmentally friendly recycled materials were created to reduce waste and environmental pollution. It's just that not all investors are committed to green products because they require very expensive investments and innovative technology.

Based on data from the Ministry of Industry in 2021, it is said that out of 16,000 companies that already have an Operational License for Mobility and Industrial Activities (IOMKI), only 152 companies have realized a green industry by producing green products. On the other hand, a survey conducted by KIC (Katadata Insight Centre) in August 2021 showed that only 28% of consumers really understood what a green product is [1]. In a survey from Nielsen Sustainable Shopper in 2021, it was found that 81% of consumers want the company's contribution to improve environmental conditions. In this survey, it is also known that 71% of consumers stated that they will switch to using green products [2]. The level of consumer awareness of green product consumption is an opportunity for companies to implement go green. Because this is very much in line with research from Ansu [3] said it is important to understand consumer preferences and behaviors towards green products so that it allows company owners to be able to make the right decisions in marketing products and form effective and competitive branding.

Although the level of awareness and willingness of consumers in general to switch to green products is high, but the understanding of other groups, especially young people, towards green products is low, showing that in the young group, the behavior and awareness to consume green products have not actually been formed. Research with young group respondents such as those conducted by Ansu [4] said that millennials and Gen Z's concern for the environment has a positive and significant influence on the intention to buy green products. The intention to buy green products has a positive effect on green product buying behavior. This research is reinforced by Ngoqo [5] that consumers' decision to buy green products is determined by awareness of the importance of green products, not by the identification of green products.

The findings from the research can be used by companies to make environmental aspects an important part of creating a competitive advantage while overcoming environmental damage. The implication in business is that the company produces with the concept of a sustainable brand or a business concept that has concern for the environment and society. Companies with the concept of sustainable brands are not only profit-oriented but also to people and the environment or the triple bottom concept (Profit, people and planet). Eco-friendly marketing in the world, including in Indonesia,

has been widely accepted as a viable competitive strategy in the business world [6]. The research is reinforced by data released by the Global Web Index (2021) that 60% of millennials are willing to pay extra for environmentally friendly or sustainable products. Therefore, this study aims to analyze the influence of consumer awareness, concern and perception of green product value with sustainable brand as a moderation variable.

Chang et al. [7] said that green products produced by manufacturers are related to a sense of security and do not have an impact on human health and do not have the potential to damage the environment. In addition, it is also associated with the use of raw materials that always pay attention to future generations, clean products that aim to reduce waste both from the process and from the life cycle of the product. Meanwhile, according to Chen et al. [8], green products are part of green marketing activities which can be interpreted as products with environmentally friendly packaging. Thus, green products can be defined as the activity of designing goods and services by minimizing environmental impact during the production cycle. Meanwhile, Craven [9] said that Green Products are products that contain non-toxic materials, can be recycled, can be reused, and can decompose well in the environment.

According to Dianti [10] green product value has four variables, namely functional value, conditional value, social value, and emotional value. Functional value consists of: (1) buying environmentally friendly products. (2) Eco-friendly products have a fairly cheap price. (3) Eco-friendly products are well made, to reduce environmental distortion. (4) Eco-friendly products have quality standards that can be accepted by consumers. Conditional Value consists of: (1) Purchase at a discount. (2) Provision of promotional incentives. (3) Eco-friendly products are readily available. Social Value consists of: (1) Green products give a good impression. (2) Green products create more value for consumers. (3) Green products purchased can be accepted by consumers. (4) Green products are socially accepted. Emotional Value: (1) Enjoying green products. (2) More convenient with green products. (3) Have a better feeling when using green products.

Dini [11] said Awareness is related to the knowledge that a person has. Awareness means that a person is aware in the sense of knowing the stimulus. According to Djajadiwangsa [12] attitude should be seen from the emotional, intellectual and behavioral tendencies. Elwisam [13] says caring is an interest or interest in an object. According to Fan et al. [14] that the indicators of concern are help people in need, be compassionate, forgive other, be kind to everyone, express gratitude. Meanwhile, perception according to Hanifah et al. [15] is the process of an individual in choosing, organizing and interpreting inputs and information to create a meaningful picture of the

world. Meanwhile, according to Hawkins et al. [16] Perception is an important activity that connects individual consumers with the marketer's group, situation and influence. Illahi [17], ISSN [18] and Juliana [19] say perception is the process by which individuals choose, organize, and interpret stimuli into meaningful and reasonable images so that they can be understood. Perception Dimension includes 1). Performance: is a major benefit; 2). Product Reliability Dimension: i.e. the chance that a product is free from failure when performing its functions; 3). Product Feature Dimension (Feature) Feature dimension is an additional characteristic or characteristic that complements the basic benefits of a product; 4). Durability dimension related to quality; 5). Conformance Dimension is the conformity of the product's performance with the stated standards of a product; 6). The dimension of service ability is in accordance with its meaning, here the quality of the product is determined on the basis of the ability to improve: easy, fast, and competent; 7). The dimension of the beauty of the product appearance (Aesthetic). Aesthetics or beauty concerns the appearance of products that consumers like; 8). Perceived Quality dimension. The last dimension is perceived quality, this concerns the consumer's assessment of the image.

Kasali [20], Khan et al. [21] and Kotler [22] said that sustainable brand is an effort to achieve a balance between environmental, economic, and social in development that can meet the needs of the present without sacrificing the capabilities of future generations. So sustainable brands are not only pursuing profits but also paying attention to the interests of humans and the environment (profit, people and planet). This definition refers to the United Nations Conference on Environment and Development in 1992. According to Chandrakumara [6] it states that sustainability means being able to meet current developments without sacrificing future rights.

2. Method

This research is a type of quantitative research where the data analysis uses statistical analysis. The research population is consumers domiciled in the Greater Jakarta area with data collection techniques using questionnaires through g forms distributed through social media. The determination of sample members uses the non-probability sampling technique by combining purposive and convenience sampling. The data measurement scale used in this study is the Likert scale which is commonly used to measure the attitudes, opinions and perceptions of a person or a group of people about social phenomena with the following answer choices: 5. SS (Strongly Agree),

4. S (Agree), 3. N (Neutral), 2. TS (Disagree) and 1. STS (strongly disagree). The data analysis method uses Moderated Regression Analysis (MRA) with SPSS 23 to analyze the influence of moderation of Sustainable Brand variables on the relationship between Green Product Awareness (GPA) and Green Value Product (GVP), on the relationship between Green Product Concern (GPC) and Green Value Product (GVP) as well as on Green Product Perception (GPP) and Green Product Value (GPV). The independent variables in this study are Green Product Awareness, Green Product Concern and Green Product Perception. Meanwhile, the dependent variable is Green Value Product and the moderation variable is Sustainable Brand (SB). The MRA model that will be tested for the relationship between the variables can be described as follows:

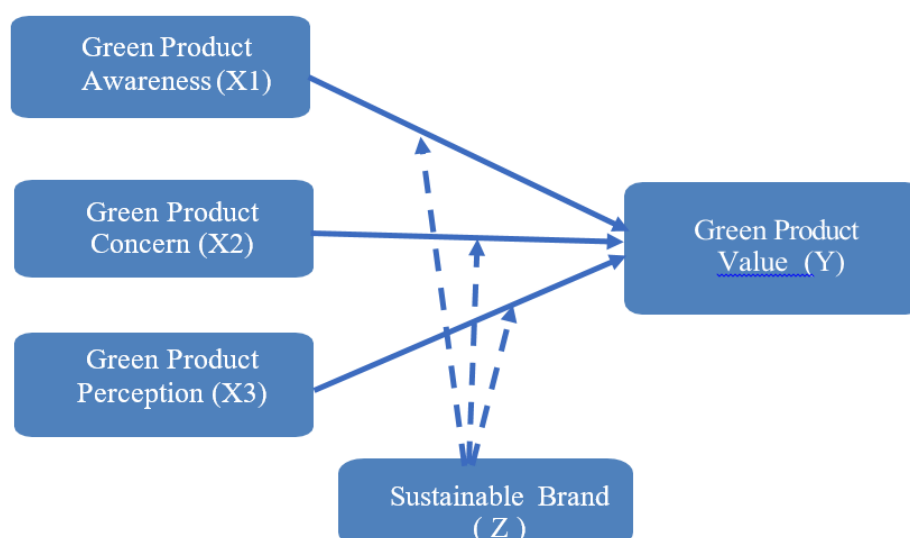


Figure 1: MRA Data Analysis.

The MRA model used in this study is a causality model to test the hypothesis of the influence of dependent variables on independent variables and the influence of moderation variables on each relationship between independent variables and dependent variables.

The MRA model can be mathematically written into three models as follows:

Model 1.

$$Y = \beta_0 + \beta_1 X_1 + \epsilon$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_1 * Z + \epsilon$$

Model 2.

$$Y = \beta_0 + \beta_1 X_2 + \epsilon$$

$$Y = \beta_0 + \beta_1 X_2 + \beta_2 X_2 * Z + \epsilon$$

Model 3.

$$Y = \beta_0 + \beta_1 X_3 + \epsilon$$

$$Y = \beta_0 + \beta_1 X_3 + \beta_2 X_3*Z + \epsilon$$

Information:

Y = Green Value Product (GVP)

X1 = Green Product Awareness (GPA)

X2 = Green Product Concern (GPC)

X3 = Green Product Perception (GPP)

Z = Sustainable Brand (SB)

X1*Z = Moderation between GPA and GVP

X2*Z = Moderation between GPC and GVP

X3*Z = Moderation between GPP and GVP

3. Hypothesis

There are 6 hypotheses that will be tested in this study, namely:

Green Product *Awareness* is related to consumer knowledge. Measuring green product awareness through knowledge, attitudes and behaviors [11]. Meanwhile, according to Djajadiwangsa [12], attitudes towards green products can be assessed from the first is the affective component: the emotional life of consumers, namely certain feelings (positive or negative) that affect the acceptance or rejection of green products. The second is the cognitive component covering intellectual aspects related to *belief, the idea* of green products. In addition, it can be assessed from the behavioral component, namely the tendency of individuals to behave in a certain way towards green products. Li et al. [25] said that green product awareness does not have a significant effect on the purchase of green value products. Meanwhile, according to Lin et al. [26], said that there is a significant influence of consumer awareness on green products on green value products and Marsella et al. [27] said that consumers who have awareness of green products will have a strong intention to buy green products. Martha et al. [28] said that green awareness has a positive and significant effect on the decision to purchase green products.

H1: There is a positive and significant influence between the level of awareness on green products and Green Value Products.

Elwisam et al. [13] explained that the level of care is manifested in the form of devotion and loyalty, responsibility and life harmony. Indicators of concern for green products are *concern for others, empathy, sharing*. Another opinion expressed by Fan et al. [14] that the indicators of concern for green products are help people in need, be compassionate, *forgive other* and *be kind to everyone*. Meanwhile, Lin et al. [26], said that there is a significant influence of consumer concern on green products on green value products and according to Mouly [29] there is a positive influence between Ecolabel, Attitude, Green Advertising, Price, on Green Product Buying Decision.

H2: There is a positive and significant influence between the level of concern for green products and green value products.

Perception is the process by which individuals choose, organize, and interpret stimuli into meaningful and sensible images [17]. Meanwhile, according to ISSN [18] perception includes all processes that a person carries out in understanding information about their environment, so that this process of understanding will affect the way a person organizes his perception. In terms of choosing *green products*, everything that consumers perceive about the environment will provide the greatest insight into consumer awareness of the environment. According to Mubarakhah [30], the factors that affect Gen Z's green purchase behavior towards green products are eco-label, consumer effectiveness (PCE), environmental attitude, and ecological affection. Meanwhile, according to Kasali [20] there is a positive and significant influence between value perception and the intention to buy environmentally friendly products, between perception and trust and between trust and the purchase value of green products.

H3 : There is a positive and significant influence between the perception of green products and green value products.

According to Chandrakumara [6], a sustainable brand means being able to meet current developments without sacrificing future rights. Sustainable brands have three pillars, namely economic, social and environmental or the 3 P's, namely profit, planet and people. According to Musa et al. [31], sustainable brands have a significant influence on purchasing decisions. The better the product quality, the wider the promotion and service quality, the better the sustainable brand from green products.

Consumer attitudes do not affect the relationship between environmental awareness and interest in buying sustainable brand products. This shows that even without a positive consumer attitude, the higher the environmental awareness, the higher the buying interest in sustainable brand products [32].

Meanwhile, according to Paramita et al. [33] Sustainable brands do not have a significant direct influence on green product purchase decisions. Another finding is that attitude toward green product has a mediating effect on green purchase intention. Research from Riptiono et al. [34] said that the factors that can form a sustainable positioning of a brand with a marketing management approach are environmentally friendly facilities, the use of renewable energy, efficient waste management and a strong CSR program as a form of sustainable brand positioning. Rosadi [35] said that financial performance variables can strengthen the influence of brand image on company value and Shen et al. [36] showed that green advertising has a positive effect on purchase intention, through the mediation of brand attitude and attitude towards advertising. Environmental care behavior has a moderation role, green advertising can have a direct effect on buying intention in consumers who have very high environmental care behavior. If consumers are given knowledge about environmental issues, green advertising will have a positive effect on brand attitude, which in turn affects purchase intention and Smylie at al. [37] said that green marketing significantly moderates the influence of product innovation on purchase decisions. Another finding was that green marketing significantly moderated the influence of price perception and environmental awareness on purchasing decisions

- H4: Sustainable Brand strengthens GPC’s influence on GVP.
- H5: Sustainable Brand strengthens the influence of GPA on GVP.
- H6: Sustainable Brand reinforces the influence of GPP on GVP.

4. Result and Discussion

4.1. Results

TABLE 1: Coefficients regression model 1 before moderation Coefficients^a.

		Unstandardize Coefficient		Stadardized Coefficients		
Model		B	Std. Error	Beta	t	Sig
1	(Constant)	20.449	3.538		5.779	.000
	Awareness	.879	.132	.559	6.672	.000
a. Dependent Variable: Green Value Product						

TABLE 2: Coefficients regression model 1 after moderation Coefficients^a.

Model		Unstandardize Coefficient		Stadardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	106.386	37.383		2.846	.005
	Awareness	2.844	1.425	1.809	1.996	.045
	Sustainable Brand	2.923	1.367	2.176	2.138	.035
	Awareness*Sustainable Brand	.127	.052	4.030	2.463	.016

b. Dependent Variable: Green Value Product

Based on the data in the two coefficients tables above, the regression model can be written as follows:

$$GVP = 20,449 + 0,879 \text{ GPA} + \epsilon \text{ (Before there was Moderation)}$$

$$GVP = 106,386 + 2,884 \text{ GPA} + 2,923 \text{ SB} + 0.127 \text{ GPA*SB} + \epsilon \text{ (After there is Moderation)}$$

According to the numbers in the significance column, both the GPA variable and the moderation variable GPA*SB have a Sig < 0.05. This means that these variables significantly have an influence on GVP.

The SB variable is able to moderate the relationship of the GVA variable to GVP can be seen from the Adjusted R Square number in the following Summary table:

TABLE 3: Model Summary 1 before moderation.

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	Change Statistics
					Sig. F Change
1.	.559 ^a	.312	.305	2.669	.000

TABLE 4: Model Summary 1 after moderation.

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	Change Statistics
					Sig. F Change
1.	.656 ^a	.430	.413	2.454	.000

Based on tables 4 and 5, there was an increase in the Adjusted R Square figure from 30.5% to 41.3%. This shows that there has been an increase in the influence of the relationship by 9.8% as a result of the SB variable as moderation.

Second and third models

In the same way, the second and third models before and after there are moderation variables are as follows:

$$\text{GVP} = 32.754 + 0.375 \text{ GPC} + \epsilon \text{ (Before Moderation)}$$

$$\text{GVP} = 74.742 + 1.583 \text{ GPC} + 1.317 \text{ SB} + 0,064 \text{ GPC*SB} + \epsilon \text{ (Setelah ada Moderasi)}$$

According to the numbers in the significance column, both the GPC variable and the moderation variable GPC*SB have a Sig < 0.05. This means that these variables significantly have an influence on GVP.

Based on the results of the calculation of the numbers in the summary model, there was an increase in the Adjusted R Square figure from 14.0% to 29.2%. This shows that there has been an increase in the influence of the relationship by 15.2% as a result of the SB variable as moderation.

$$\text{GVP} = 22,810 + 0.695 \text{ GPP} + \epsilon \text{ (Before Moderation)}$$

$$\text{GVP} = 52.665 + 0.718 \text{ GPP} + 0.838 \text{ SB} + 0,043 \text{ GPP*SB} + \epsilon \text{ (After there is moderation)}$$

According to the numbers in the significance column, both the GPP variable and the moderation variable GPP*SB have a Sig > 0.05. This means that these variables do not have an effect on GVP and SB in this case does not moderate the relationship between GPP and GVP.

4.2. Discussion

4.2.1. The Impact of Green Product Awareness (GPA) To Green Product Value (GPV)

The results of data analysis show that the Sig number is $0.000 < 0.05$ with a determination coefficient (R Square) of 30.5%. This means that Green Product Awareness (GPA) is able to explain the Green Product Value (GPV) variable by 30.5% and the rest is explained by variables outside the study. This explains that the higher the consumer awareness of green products, the higher the perceived value of the product. Consumer awareness includes understanding and knowledge about the benefits of eco-friendly products and their positive impact on the environment. Consumers who are aware of the importance of green products tend to give higher value to these products because they understand the positive contribution that these products make to the environment. According to research from [38] there is a positive and significant influence between eco-friendly brand knowledge on the desire to buy eco-friendly products. Another finding

is that product quality, price, and reliability are important to attract consumer interest in eco-friendly products.

Consumer awareness of green products is an opportunity for the Company to reach this segment. Based on research conducted by Who Cares Who Dos, a London-based business consultant, in 2020 more and more Indonesian young people are aware of environmentally friendly products and 53% no longer consume products that have a negative impact on the environment. The campaign carried out is to only buy products from business actors who apply the 3 Rs (reduce, reuse and recycle), sort waste and do not order food excessively. Responding to changes in consumer behavior towards the environment, companies are aware of the importance of integrating sustainability principles in their business. The concept of sustainability is not only following trends but part of a marketing strategy to stay relevant and last in the long term. The company is responsible for producing quality products that are environmentally friendly, both product raw materials, production processes and packaging used. According to research from [39] said that improving product quality can improve consumer welfare and reduce environmental impact. Quality products can increase the selling price, but the difference in quality in environmentally friendly products will provide very high social benefits for consumers and can produce the highest social welfare.

The increasing consumer awareness of the environment has made many traditional manufacturers consider producing environmentally friendly products. Facing global challenges, ecological hazards, climate change, and the use of non-renewable natural resources, requires industry players to maneuver towards sustainable products. However, the results of research from [40] say that producers produce environmentally friendly products if the ratio of investment to value and production cost per unit for environmentally friendly products is low.

It takes commitment from companies to be part of a sustainable global economy. The use of environmentally friendly raw materials and good waste management can reduce emissions and environmental pollution. In addition, the optimal use of raw materials can increase production productivity so as to produce products at lower costs. Another benefit of implementing green manufacturing is the creation of a positive image as a company that cares about the environment. By adopting green manufacturing, it is hoped that it can improve resource efficiency.

In the end, consumer awareness of green products is expected to increase sales of this product. Research from [41] said that the impact of green product awareness on the

intention to buy green products is driven by selling price and extraordinary quality. This means that companies are required to increase efficiency in the production process, so as to produce green products that are of high quality but affordable by the market.

4.2.2. The Impact of Green Product Concern (GPC) To Green Product Value (Y)

The results of data analysis show that the Sig number is $0.000 < 0.05$ with a determination coefficient (R Square) of 14.0%. This means that Green Product Concern (GPC) is able to explain the Green Product Value (GPV) variable by 14% and the rest is explained by variables outside the study. Although the influence is not large, this shows that some consumers have concerns about environmental issues. This concern translates into a higher assessment of green products. Consumer concern is more general and not specific to a specific product. In addition, the factors of price, availability, and quality of the product can also affect the perceived value of the product. Research from [42] used price, product quality, social value, conditional value, epistemic value, emotional value and environmental value to study consumer choice behavior towards environmentally friendly products. The results showed that price, social value and environmental value positively affected consumer choice behavior on environmentally friendly products. Consumer behavior towards environmentally friendly products is reinforced by research from [43] which states that consumers prefer environmentally friendly products because they can preserve the environment. The concept of environmentally friendly products will be achieved by improving the quality of environmentally friendly products and increasing the consumption of environmentally friendly products.

Green Product Concern owned by consumers is a very positive thing, even though green products have a higher selling price than traditional products. This is because the research and innovation process requires considerable costs that affect the selling price. In addition, the business scale of environmentally friendly products is smaller than conventional products, resulting in a smaller production volume. As a result, the cost of production per unit becomes higher, which has an impact on more expensive selling prices. Research from Tripathi and Pandey [44] said that moral motifs have a positive influence on the performance of environmentally friendly product innovation. It's just that the increasing competition of a new paradigm, namely concern for the environment, motivates companies to provide environmentally friendly product service

strategies and utilize sustainable production patterns that enable sustainable consumption. The importance of innovation in environmentally friendly products is also stated by Trudiwianti et al. [45], innovation of environmentally friendly processes has a positive impact on the innovation of environmentally friendly products. Environmentally friendly process innovation and environmentally friendly product innovation can improve the company's performance and the company's financial performance.

4.2.3. The Impact of Green Product Perception (GPP) To Green Product Value (Y)

The results of data analysis show that the Sig number is $0.000 < 0.05$ with a determination coefficient (R Square) of 28.1%. This means that Green Product Concern (GPP) is able to explain the Green Product Value (GPV) variable by 28.1% and the rest is explained by variables outside the study. Although not very strong, consumer perception of green products has a significant effect on Green Product Value (GPV). This shows that how consumers perceive green products plays an important role, more consumers have assumptions about the importance of green product benefits to the environment.

There are several things that can form a positive perception of green value products, such as: a) Quality of green products and quality services, if green products and services meet consumer expectations, a positive perception of green products will be formed. b) Creating a brand reputation from green products. If consumers have a pleasant experience with green products, good reviews and public opinions, then a positive perception of green products will be formed. c) Marketing communication such as advertising messages that communicate the relevant values of green products, which are able to attract the attention of consumers, will form a positive perception of green products. d) Creating a reasonable price of green products, will create a positive perception. Prices that are too low or too high can affect negative perceptions of green products. e) A quick response to consumer complaints is able to form a positive perception of green products.

4.2.4. The Role of Sustainable Brand (SB) as a Moderating Variable

Sustainable Brand as a moderation variable should theoretically be able to moderate (strengthen or weaken) the relationship between Consumer Awareness (X1), Consumer Concern (X2), and Consumer Perception (X3) towards Green Product Value (Y). The

results of the data analysis showed that there was a change in the R Square number from 30.5% before SB moderation to 41.3% after SB moderation. This shows that Sustainable Brand is able to moderate X1 (GPA) with Y by 10.8% higher. Regarding consumer concern, SB was able to increase R Square from 14.0% to 29.2%. This shows that SB is able to moderate X2 (GPC) to Y (GPV) by 15.2%. Meanwhile, for the GPP variable, the SB variable is not able to moderate. This can be seen from the Sig figures of $0.47 > 0.05$. According to research from [50], the positive moderation effect on the relationship between environmental concern and green product purchase intention is on the variable green trust. It is important for companies to carry out a strategy to build consumer green trust in the attributes of the green products produced by the company. Sustainable Brand has succeeded in moderating the relationship between Green Product Awareness and Green Product Concern to Green Product Value, showing the fact that consumers already have high awareness and concern about green products.

They tend to judge products based on factual information about the sustainability of the product itself, such as the materials used, the production process, and the environmental impact. The inability of Sustainable Brands to moderate the influence of Green Product Perception on Green Product Value is because Sustainable Brands are not prominent enough to change these priorities in the minds of consumers. Consumer Perception includes consumer views, beliefs, and impressions of green products. Consumer perceptions are strongly formed based on personal experiences, recommendations from trusted sources, and information they get from various channels. Sustainable brands do not provide significant additional value beyond existing perceptions, especially if the brand does not yet have a strong reputation or widespread recognition in the market.

The moderation factor can be improved by: a) Sustainable brands do not yet have a high level of trust among consumers. Trust in the brand is an important factor that can strengthen the relationship between the variables studied. If consumers have not fully trusted or recognized the brand as truly sustainable, the influence of moderation cannot be increased. b) Deep understanding of Sustainable Brand. Consumers who already have a deep understanding of sustainability may be more critical and selective about sustainability claims made by brands. They may need more concrete evidence of sustainable practices rather than relying solely on brand image. c) Personal Experience and Information, consumers often rely on personal experiences and information they collect on their own when assessing green products. If this information is more reliable than the brand's claims, then the moderation influence of the Sustainable Brand will

be reduced. d) Product Price and Availability, factors such as product price and availability still greatly influence consumers' purchasing decisions. Even though the brand is sustainable, if the product offered is more expensive or difficult to find, consumers do not give the product a higher value. e) Social Influence and Recommendations: Recommendations from friends, family, or influential figures are often more impactful than brand claims. If consumers are more influenced by their environment than by branding, then the moderation influence of Sustainable Brand will be limited.

Based on these factors, to increase the moderation influence of Sustainable Brand, companies need to focus more on building trust, providing tangible evidence of sustainable practices, and ensuring that their products are affordable and easily accessible to consumers. Research from Yaputra et al. [51] said that sustainable marketing is a sustainable and beneficial relationship between customers, the natural environment and society. Sustainable marketing can contribute to sustainable development through practices that minimize environmental impact, implementing policies and strategies that support the concept of sustainable growth. From this research, it can be said that sustainable brands are produced from brand marketing which is very important to create sustainable development.

5. Conclusion and Recommendation

5.1. Conclusion

Green Product Awareness (GPA) is able to explain the Green Product Value (GPV) variable of 30.5%, meaning that the higher consumer awareness of green products, the higher the perceived value of the product. Green Product Concern (GPC) is able to explain the Green Product Value (GPV) variable by 14% and the rest is explained by variables outside the study. Although the influence is not large, this shows that some consumers have concerns about environmental issues. Green Product Perception (GPP) was able to explain the Green Product Value (GPV) variable by 28.1% and the rest was explained by variables outside the study.

There was a change in the R Square figure from 30.5% before the Moderation of Sustainable Brand to 41.3% after moderation. This shows that Sustainable Brands are able to moderate Green Product Awareness (GPA) with a Green Product Value (GPV) of 10.8% higher. Regarding consumer concern, Sustainable Brand was able to increase R Square from 14.0% to 29.2%. This shows that Sustainable Brand is able to moderate

Green Product Concern (GPC) to Green Product Value (GPV) by 15.2%. Meanwhile, for the Green Product Perception (GPP) variable, the Sustainable Brand variable is not able to moderate. This can be seen from the Sig figures of $0.47 > 0.05$.

5.2. Recommendation

Companies should build a sustainable brand by increasing consumer trust in green products by providing tangible evidence to consumers that green products provide benefits not only to consumers but also to environmental sustainability. In addition, to improve sustainable brands, companies can also improve the efficiency of the production process, so that green products are created at affordable prices and easily accessible to consumers.

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