

ENVIRONMENTAL CONCERN: DOES IT DRIVE GREEN PURCHASE INTENTION OF SUSTAINABLE PACKAGING?

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ABSTRACT

The growing importance of environmental concern as a critical issue has recently increased. Lower environmental damage raises consumer awareness of the importance of environmental preservation. Environmental concern triggers consumers' interest in purchasing products with sustainable packaging. This study aims to examine factors driving the green purchase intention of sustainable packaging. The Theory of Planned Behavior (TPB) was utilized to identify the green purchase intention with six antecedents: subjective norm, price consciousness, perceived consumer effectiveness, perceived social media marketing, environmental concern, and perceived behavioral control. The data was analyzed using Structural Equation Modeling (SEM). The results revealed that the perceived social media marketing activities are the most influential driver of the green purchase intention, followed by the perceived behavioral control. Further, this study found that the environmental concern stimulates the perceived consumer effectiveness. This research contributes to marketers, companies, and the government to target appropriate marketing activities and engage potential consumers in purchasing the products with sustainable packaging.

JEL: M31, Q56.

Keywords: *environmental concern, green purchase intention, sustainable packaging, theory of planned behavior (TPB), perceived social media marketing.*

1. INTRODUCTION

Over the last decade, environmental issues have been the center of global concern. Population growth, consumption, and pollution are three major factors affecting environmental quality (Ghazali, Abdul-Rashid, Md Dawal, Aoyama, Sakundarini, Ho, & Herawan, 2021). According to statistics, the world's population would exceed 8 billion by June 2023 – an increase of 0.84% year-on-year or 67 million people annually. Furthermore, with a population of 282 million (World Population Review, 2023), Indonesia is the world's fourth largest. With such a huge population, the amount of waste disposed of in Indonesia was estimated to be 19 million tons per year, with plastic waste accounting for 18.3% (Kementerian Lingkungan Hidup dan Kehutanan, 2022). To address these issues, the Indonesian government has attempted to decrease and possibly reverse the negative impacts by promoting green practices, such as purchasing green products (Sun, Li, & Wang, 2022). The green products are non-harmful to the environment, incorporate recycled materials, reduce waste and hazardous waste, and require less packaging (Kaviya & Priyadarshini, 2022; Mazhar, Jalees, Asim, Alam, & Zaman, 2022).

Aside from environmental concerns, packaging and marketing promotion are critical factors in consumers purchasing the green products (Bol, Lee, & Chen, 2021; Panopoulos, Poulis, Theodoridis, & Kalampakas, 2023). The packaging can express impressions and boost consumer motivation to purchase the products (Santoso & Fitriyani, 2016). Companies recognize that green products have promising market prospects and are eager to promote them. Sustainable packaging is also being used by the companies to their products (Mazhar *et al.*, 2022; Sun *et al.*, 2022). The

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sustainable packaging is one of the metrics used to define the green products, as it can be recycled, reused, and refilled (Kaviya & Priyadarshini, 2022). Paper, glass, metal, biodegradable plastic, and bio-foam containers are examples of sustainable packaging (Lestari, 2020; Mordor Intelligence, 2023).

The companies are increasing their green marketing budget and highlighting the importance of social media in promoting the sustainable packaging in order to educate the consumers about the products with sustainable packaging. In addition, the companies should take advantage of internet potential to increase the market share of sustainable packaging and actively promote it on social networks (Sun & Wang, 2020). According to the We Are Social report, Indonesia had 167 million active social media users in January 2023. This equates to 60.4% of the country's population (Widi, 2023). In this context, the companies can leverage personalization and social media to entice potential customers to purchase the products with sustainable packaging (Kurniawati & Yusran, 2021). Previous studies explained that the consumers utilize the social media to obtain and exchange facts and opinions, which influences their intention to purchase green products (Malesev & Cherry, 2021).

Green purchase intention (GPI) is a socially responsible behavior involving a complex ethical decision-making process that includes environmental factors (Panopoulos *et al.*, 2023). Numerous researchers have investigated multiple determinant factors of GPI towards green products worldwide. In terms of green product studies, researches have also been conducted on factors influencing the GPI. Several previous researches investigated green food products in Turkiye (Armutcu, Ramadani, Zeqiri, & Dana, 2023), green cosmetics in Malaysia (Jaini, Quoquab, Mohammad, & Hussin, 2020), natural skin care products in Indonesia (Okadiani, Mitariani, & Imbayani, 2019), green apparels in Vietnam (Nguyen, Nguyen, & Nguyen, 2019), green footwear in Saudi Arabia (Aseri & Ansari, 2023), and energy-efficient home appliances in Pakistan (Waris & Hameed, 2020b). In addition, using the theory of planned behavior (TPB), factors of environmentally friendly packaging affecting the intention to buy products with environmentally friendly packaging in Vietnam had also been identified (Lan, Phuong, Dat, & Truong, 2023). Variables of TPB, including environmental knowledge, environmental sensitivity, and green products, had been combined into an extended theory of planned behavior (ETPB) to investigate the green purchase intention of Bangladeshi consumers (Chanda, Isa, & Ahmed, 2022). For these reasons, it can be concluded that the TPB can be utilized as the fundamental theoretical framework for this study to better understand the consumers' GPI (Sun & Wang, 2020).

This study extends and modifies a previous research (Sun & Wang, 2020) which simply investigated the impact of factors of ... on the consumers' intention to purchase green products without focusing on specific types of green products. Therefore, this study proposes a few modifications to the research analysis. First, this study observes and identifies specific types of green products, which are food and beverage products with sustainable packaging. Second, the modified model incorporates a variable of environment concern into an ETPB model. This study contributes to a better understanding of the relationship between the consumers' GPI, especially the sustainable packaging of food and beverages in Indonesia, using six antecedent variables. The variables investigated are environmental concern (EC), subjective norm (SN), price consciousness (PC), perceived behavioral control (PBC), perceived customer effectiveness (PCE), and perceived social media marketing (PSMM). The more comprehensive the marketers' understanding of factors driving the consumers' GPI towards sustainable packaging, the more beneficial it is for the

marketers to develop specific approaches designed for these consumers. This study contributes to the marketers, companies and the government's role as policymakers to target appropriate marketing activities and engage potential consumers' GPI for the sustainable packaging.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1. Theory of Planned Behavior (TPB) and Green Purchase Intention (GPI)

The TPB is a social psychology concept that can be used to understand and predict a wide spectrum of consumer behavior based on three key factors: attitude, SN, and PBC (Ajzen, 1991; Mahmoud, Tsetse, Tulasi, & Muddey, 2022). The TPB has been widely utilized to examine the purchasing decisions of green products because it has a strong empirical foundation for predicting the GPI (Ajzen, 1991; Chanda *et al.*, 2022; Sun & Wang, 2020). Therefore, it is essential to identify critical TPB determinants and generate significant GPI contribution to green products and marketing (Kamalanon, Chen, & Le, 2022). This research instrument was generated based on a combination conceptual model from previous researches (Aseri & Ansari, 2023; Chanda *et al.*, 2022; Sun & Wang, 2020; Waris & Hameed, 2020b; Zameer & Yasmeen, 2022). Figure 1 displays a conceptual framework model that demonstrates the relationship between the variables studied and proposed hypotheses.

2.2. Perceived Social Media Marketing (PSMM)

Social media is a group of internet-based platforms that allow people to share information and personal messages while also promoting businesses and services (Cokro & Kurniawati, 2023). It is seen as a modern platform with interactive features that enable participative, collaborative, and knowledge-sharing activities to reach a larger audience than conventional media, such as printed media, TV, and radio (Kurniawati & Yusran, 2021). With the rapid development of technology, numerous types of social media platforms are now often used by Indonesians, such as YouTube, Instagram, Twitter, Facebook, TikTok, WhatsApp, Line, Tumblr, Pinterest, Telegram, and LinkedIn (Sitoresmi, 2021). The social media is utilized to facilitate communication and information dissemination, allowing users to directly submit creative content and perspectives (Okadiani *et al.*, 2019; Salem & Alanadoly, 2021). Therefore, the marketers can use PSMM activities to explore sustainable potential consumers and advocate green products (Salem & Alanadoly, 2021).

The PSMM activities are critical for promoting the green products and determining how it influences the consumers' intention to purchase green products (Sun & Wang, 2020). A previous study investigated how the PSMM activities positively influence the SN and PCE and found that the PCE plays a significant role in the GPI and is the most influenced by the PSMM activities (Sun & Wang, 2020). The social media has evolved into a means of connecting with peers, expanding friend networks, and facilitating communication, particularly among peer groups (Zhao, Lee, & Copeland, 2019).

Furthermore, social media information highlights the severity of environmental damage and encourages the users to enhance their PCE by purchasing green products to preserve the environment (Laroche, Habibi, & Richard, 2013). However, the disadvantage of social media communication aspects is that they might create a social pressure by becoming a comparison form of individual behavior to be compared with others (Allcott, 2011). The power of social comparison

can affect individual SN, where the PSMM activities provide a unique opportunity to foster prosocial behavior (Allcott, 2011).

In relation to the GPI, the consumers usually use social media networks to gather information, which is a step in the decision-making process (Panopoulos *et al.*, 2023). The information may lead to more consumers paying more for environmentally friendly products, which can be the most persuasive evidence to increase the intention to buy green products (Mishra & Kulshreshtha, 2023). On the other hand, the consumers may not purchase the green products right away after seeing them advertised on the social media (Sun & Wang, 2020). It was found that the consumers must check and be convinced that the green products are worth paying more for (Lin & Huang, 2012). Thus, the PC and purchasing power are inversely related (Ch, Awan, Malik, & Fatima, 2021). Therefore, hypotheses that can be proposed are as follow:

H1: Perceived social media marketing activities have a positive influence on the perceived consumer effectiveness.

H2: Perceived social media marketing activities have a positive influence on the subjective norm.

H3: Perceived social media marketing activities have a negative influence on the price consciousness.

2.3. Environmental Concern (EC)

The EC has been identified as an important predictor of ecologically friendly behavior in the pro-environmental literature (Aseri & Ansari, 2023; Waris & Hameed, 2020b; Zameer & Yasmeen, 2022). It is defined as an individual's awareness of environmental issues, attempts to address them, or a commitment to make such efforts (Apaydin & Szczepaniak, 2017; Dunlap & Jones, 2002). Many consumers are concerned about the environment due to environmental degradation and the rise of harmful activities (Aseri & Ansari, 2023). Those who know and are aware of environmental issues will research the environmental impact of products before purchasing (Simanjuntak, Nafila, Yuliati, Johan, Najib, & Sabri, 2023). Earlier studies (Kinneer, Taylor, & Ahmed, 1974) evaluated the EC in relation to the PCE as a part of personality (Apaydin & Szczepaniak, 2017; Kinneer *et al.*, 1974). The consumers believe purchasing environmentally friendly products decreases environmental impact (Santoso & Fitriyani, 2016). It was also discovered that the consumers' EC significantly and positively affects their GPI (Esmailpour & Bahmiary, 2017). Therefore, hypotheses that can be proposed are as follow:

H4: Environmental concern has a positive influence on the perceived consumer effectiveness.

H5: Environmental concern has a positive influence on the green purchase intention.

2.4. Perceived Behavioral Control (PBC)

The PBC is one of the most critical factors in predicting how likely the consumers are to make green purchasing decisions (Chanda *et al.*, 2022). It represents an individual's belief in the number of resources and opportunities as well as their effectiveness in action (Ajzen, 1991; Kamalanon *et al.*, 2022). Prior studies had identified internal and external PBC factors influencing consumer attention. The PBC internal factors include confidence, necessary skills, and the ability to perform the behavior. Moreover, the PBC external factors, including time, convenience, and the availability, can all influence a behavior (Aseri & Ansari, 2023).

The PBC, pricing, and GPI have all been studied (Chanda *et al.*, 2022; Sun & Wang, 2020). Previous research findings showed that the PBC has a positive influence on the GPI (Chanda *et al.*, 2022; Joshi & Srivastava, 2020; Sun & Wang, 2020). A previous study also found that Bangladeshi consumers' GPI was influenced by the social pressure and their ability to purchase eco-friendly products (Chanda *et al.*, 2022). Personal attitudes, EC, and a willingness to pay a premium were identified as triggers for the PBC in the purchase of sustainable packaging (Kumar, Prakash, & Kumar, 2021; Prakash & Pathak, 2017). However, the high cost of environmentally friendly products can limit the consumers' ability and interest in purchasing products with green packaging (Chanda *et al.*, 2022). Additionally, power distances reflect the consumers' purchasing power. The consumers with lower socioeconomic class may favor the green products less than those with higher socioeconomic status due to the expensive price (Ghazali *et al.*, 2021). Many consumers' tendency to purchase green-packaged products is price-dependent (Wandosell, Parra-Meroño, Alcaide, & Baños, 2021). Therefore, hypotheses that can be proposed are as follow:

H6: Perceived behavioral control has a negative influence on the price consciousness.

H7: Perceived behavioral control has a positive influence on the green purchase intention.

2.5. Perceived Consumer Effectiveness (PCE)

The PCE refers to the consumer's perception of the impact of their actions impact on EC (Ellen, Wiener, & Walgren, 1991). It develops when the consumers believe their actions have an impact on their intentions and behavior (Kamalanon *et al.*, 2022). Researchers claimed that individuals' ability and motivations determine their behavior (Waris & Hameed, 2020b). The PCE was discovered to be an essential antecedent of behavioral intention in the green marketing literature, notably when it comes to ecological food products (Amin & Tarun, 2022), green home appliances (Waris & Hameed, 2020a), and general green products (Sun & Wang, 2020). It predicts green purchasing activities better than environmental perspective because its association with the GPI is more dominant (Kamalanon *et al.*, 2022).

The researches use the PCE as an individual trait to identify the EC (Mishal, Dubey, Gupta, & Luo, 2017). A study found that the consumers who prefer the green products are more internally regulated and believe that one attempt can safeguard and preserve the environment (Amin & Tarun, 2022). Car owners, for instance, hold a different opinion. They are more concerned about the environmental impact of automobile pollution than recycling and water consumption (Waris & Hameed, 2020a). It was also revealed that the environmental consciousness of consumers has a significant influence on the PCE (Mishal *et al.*, 2017). A high PCE encourages the consumers to demonstrate favorable attitudes and positive intentions to purchase the green products. When the consumers acknowledge that they can make a difference for the environment, they begin to consider social aspects, develop a favorable attitude towards the green products, and plan to purchase the products (Sun & Wang, 2020). Therefore, a hypothesis that can be proposed is as follows:

H8: Perceived consumer effectiveness has a positive influence on the green purchase intention.

2.6. Subjective Norm (SN)

The SN refers to a social factor that acknowledge normative beliefs of significant referent individuals or groups about activities (Ajzen, 1991). The social principles' values and willingness to comply with their requirements define the SN's effectiveness in predicting behavioral intention

(Kamalanon *et al.*, 2022). Intense SN over behavior and strict control over will increase the actions taken, particularly when the friends, families, or relatives approve of an action, and might impact intention and behavior (Rakhmawati, Damayanti, Jati, & Astrini, 2023). The norm approach is more effective in establishing and fostering positive behavior in a collectivist culture like in Indonesia (Rahmafritria, Suryadi, Oktadiana, Putro, & Rosyidie, 2021). TPB researchers have validated a positive relationship between the SN and GPI (Choi & Johnson, 2019) and believe that the SN has a stronger relationship with the GPI than the PBC (Mazhar *et al.*, 2022). However, contrast findings were found where the SN also has no positive effect on the GPI (Sutikno & Anandya, 2021; Tan, Ooi, & Goh, 2017). Therefore, a hypothesis that can be proposed is as follows:

H9: Subjective norm has a positive influence on the green purchase intention.

2.7. Price Consciousness (PC)

Price is an important consideration in the green purchasing decisions (Sun & Wang, 2020). According to a Nielsen survey conducted in 2016, many millennial consumers are prepared to spend a higher price for the green products than older generations (Nguyen & Nguyen, 2021). The consumers who are recognized for being environmentally conscious tend to pay more for eco-friendly products and participate in greener activities (Mohd Suki, Majeed, & Mohd Suki, 2022). The green products may be more expensive than the conventional products due to the higher cost of raw materials to maintain the quality and substitution of chemicals and other harmful substances (Kaur, Gangwar, & Dash, 2022). The high price of green products might discourage the consumers from purchasing the products. People typically prefer lower prices and consider purchasing the green products to be selfish and unreasonable (Sun & Wang, 2020). Prior studies show conflicting findings on the PE-sensitive consumers, who are unwilling to pay more for the green products (Bol *et al.*, 2021; Tan, Ojo, & Thurasamy, 2019). People claim to love the green products but rarely purchase them, according to an article by White (2019) in the Harvard Business Review (White, Habib, & Hardisty, 2019). Therefore, a hypothesis that can be proposed is as follows:

H10: Price consciousness has a negative influence on the green purchase intention.

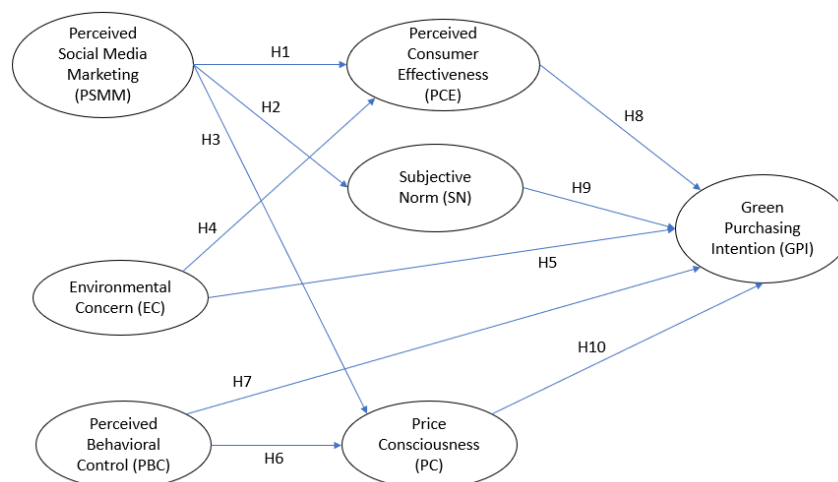


Figure 1. Conceptual Framework Model

3. RESEARCH METHODS

This study extended and combined models based on previous literature by focusing on the consumers' GPI to purchase the products with sustainable packaging using variables measured based on the extended TPB model (Figure 1). This study utilized seven variables divided into dependent and independent variables and each variable consisted of several indicators. The dependent variables included the GPI with 4 indicators (Zameer & Yasmeen, 2022); SN with 3 indicators (Chanda *et al.*, 2022); PC with 3 indicators (Sun & Wang, 2020); and PCE with 4 indicators (Sun & Wang, 2020). The independent variables consisted of the PSMM with 4 indicators (Sun & Wang, 2020); EC with 3 indicators (Zameer & Yasmeen, 2022); and PBC with 4 indicators (Chanda *et al.*, 2022). The following Table 1 presents the measurement of variables studied as follows:

Table 1. Measurement

Variable	Indicator	Item
Perceived Social Media Marketing (PSMM) (Sun & Wang, 2020)	I learn through social media that products with green packaging can benefit to human health while also protecting the environment.	SMM1
	I use social media to voice my opinion about products with green packaging that I buy instantly.	SMM2
	Using social media to research products with green packaging that I wish to purchase is very modern.	SMM3
	I want to share information on products with green packaging with my friends on social media.	SMM4
Environmental Concern (EC) (Zameer & Yasmeen, 2022)	I am concerned about the current state of the environment.	EC1
	Humans must live in harmony to protect the nature.	EC2
	I believe human existence has negative environmental implications.	EC3
Perceived Behavioral Control (PBC) (Chanda <i>et al.</i> , 2022)	I make the decision to purchase environmentally friendly products with green packaging.	PBC1
	I can afford to pay for products with green packaging.	PBC2
	Purchasing products with green packaging makes sense for me.	PBC3
	I feel obliged to purchase products with green packaging.	PBC4
Perceived Consumer Effectiveness (PCE) (Sun & Wang, 2020)	Products with green packaging are extremely beneficial to consumers in terms of environmental protection.	PCE1
	When purchasing products with green packaging, I consider how they will affect the environment.	PCE2
	I have a major environmental impact.	PCE3
	Individual behavior, such as purchasing products with green packaging, can have a big impact on the environment.	PCE4
Subjective Norm (SN) (Chanda <i>et al.</i> , 2022)	Most of my closest friends advise me to purchase products with green packaging.	SN1
	Many people around me purchase products with green packaging.	SN2
	I am under social pressure to purchase products with green packaging.	SN3
Price Consciousness (PC) (Sun & Wang, 2020)	Price is the main determining factor when I purchase a product.	PC1
	Price is important to me when I decide to purchase a product.	PC2
	I normally look for the best and lowest price on a product I want to purchase.	PC3
Green Purchase Intention (GPI) (Zameer & Yasmeen, 2022)	In the future, I will purchase products with green packaging.	GPI1
	When it comes to environmental concerns, I recommend purchasing products with green packaging.	GPI2
	I may spend more on products with green packaging compared to conventional packaging.	GPI3
	In the future, I intend to purchase products with green packaging.	GPI4

Source: Processed data (2023)

The structural equation modeling (SEM) was utilized to examine the proposed model's hypothetical relationships. The SEM analysis involved determining the instruments' validity and reliability (confirmatory factor analysis (CFA)) and evaluating the model of how variables were connected (path analysis) (Kusmana, Masnita, & Kurniawati, 2023). The research design was developed using a quantitative survey method, in which the data obtained were primary data. The data was collected by distributing online questionnaire through social media (WhatsApp, Telegram, and Instagram). The purposive sampling technique was used to ensure that the respondents selected had met the acceptable criteria for the research objectives. The sample size was between five to ten times the total number of indicators or questionnaire items (Hair, Black, Babin, & Anderson, 2010). The questionnaire was measured using a five-point Likert scale with 1 being 'highly disagree' and 5 being 'highly agree'.

This study employed a non-probability sampling and purposeful sampling techniques with time constraints (Sekaran & Bougie, 2016). The questionnaire was divided into three sections: respondent criteria, respondent profile, and indicators of each variable. The respondents must be Indonesian consumers aged over 18 years old who understood and had purchased food and beverage products with sustainable packaging, such as glass containers, fabric/canvas bags, paper/cardboard, stainless materials, biodegradable plastic, and bio-foam (Lestari, 2020; Mordor Intelligence, 2023). They also must be social media users for at least three months. The online questionnaire distributed received a total of 268 valid responses that met the criteria.

4. DATA ANALYSIS AND DISCUSSIONS

The questionnaire was distributed online June 9-23 2023. There was a total of 274 questionnaire distributed, but only 268 of them were valid and could be further analyzed. The following Table 2 presents the respondent profile. It was found that most of the respondents were female (60.82%), between 26-35 years old (52.99%), had a bachelor degree (67.16%), worked full-time (61.94%) and had a monthly income of IDR 3,000,001 – IDR 6,000,000 (29.48%).

Table 2. Respondent Profile

Characteristic		Frequency (N = 268)	Percentage (%)
Gender	Male	105	39.18
	Female	163	60.82
Age	17-25 years old	60	22.39
	26-35 years old	142	52.99
	36-45 years old	38	14.18
	> 45 years old	28	10.45
Latest Education	Senior High School	50	18.66
	Diploma	15	5.60
	Bachelor Degree	180	67.16
	Masters / Doctoral Degree	23	8.58
Employment Status	Unemployed	35	13.06
	Part-time	25	9.33
	Full-time	166	61.94
	Self-employed	42	15.67
Monthly Income	< IDR 3,000,000	66	24.63
	IDR 3,000,001 – 6,000,000	79	29.48
	IDR 6,000,001 – 9,000,000	35	13.06
	IDR 9,000,001 – 12,000,000	26	9.70
	> IDR 12,000,001	62	23.13

Source: Processed data (2023)

The validity test determined whether a variable indicator assessed valid data. Factor loading was the statistical approach employed to examine the questionnaire validity. Sample size determined whether an indicator was valid. There was a total of 268 respondents participating in this study, and the factor loading value is 0.35. If an indicator has a factor loading of > 0.35 , it was considered valid, and vice versa (Hair *et al.*, 2010).

In the Table 3 below, the PSMM, PBC, PCE, and GPI have 4 indicators each; while the EC, SN, and PC have 3 indicators each. However, only 1 PBC indicator (PBC4) has a factor loading value below 0.35 (only 0.169), meaning that the PBC only has 3 valid indicators left and the invalid indicator must be removed. The three valid indicators were re-tested for their validity which produced a loading factor value of > 0.35 , confirming that the three PBC indicators are highly valid. The results of validity and reliability tests are presented in the following Table 3:

Table 3. Results of Validity and Reliability Tests

Variable	Item	Validity Test		Reliability Test				
		Factor loading	Decision	Cronbach's Alpha	Decision			
PSMM (Sun & Wang, 2020)	SMM1	0.724	Valid	0.794	Reliable			
	SMM2	0.816	Valid					
	SMM3	0.829	Valid					
	SMM4	0.778	Valid					
EC (Zameer & Yasmeen, 2022)	EC1	0.81	Valid	0.51	Unreliable			
	EC2	0.804	Valid					
	EC3	0.572	Valid					
		<i>After Improvement:</i>						
PBC (Chanda <i>et al.</i> , 2022)	EC1	0.858	Valid	0.624	Reliable			
	EC2	0.858	Valid					
	PBC1	0.831	Valid					
	PBC2	0.836	Valid					
	PBC3	0.815	Valid	0.771	Reliable			
	PBC4	0.169	Invalid					
			<i>After Improvement:</i>					
	PBC1	0.84	Valid					
PCE (Sun & Wang, 2020)	PBC2	0.836	Valid	0.794	Reliable			
	PBC3	0.815	Valid					
	PCE1	0.71	Valid					
	PCE2	0.807	Valid					
SN (Chanda <i>et al.</i> , 2022)	PCE3	0.803	Valid	0.687	Reliable			
	PCE4	0.824	Valid					
	SN1	0.852	Valid					
	SN2	0.852	Valid					
PC (Sun & Wang, 2020)	SN3	0.667	Valid	0.707	Reliable			
	PC1	0.922	Valid					
	PC2	0.905	Valid					
GPI (Zameer & Yasmeen, 2022)	PC3	0.602	Valid	0.840	Reliable			
	GPI1	0.882	Valid					
	GPI2	0.756	Valid					
	GPI3	0.787	Valid					
	GPI4	0.874	Valid					

Source: Processed data (2023)

Further, the reliability test was performed to assess the consistency of responses. The Cronbach's alpha value was used as the analytical tool. An indicator was considered reliable if its Cronbach's alpha is > 0.60 , and vice versa (Hair *et al.*, 2010). All indicators were tested to prove its reliability. The results show that all indicators are valid. The three valid PBC indicators have a

Cronbach’s alpha value of 0.771 > 0.6, which means that they are reliable; while indicator PBC4 must be removed. Meanwhile, the EC variable consisting of 3 indicators shows that all indicators are proven valid and reliable with a loading factor > 0.35 and a Cronbach’s alpha value of 0.510 < 0.6, although indicator EC3 must be removed because it is not reliable. After removing indicator EC3, then the validity test was re-performed, producing a Cronbach’s alpha value of 0.624 > 0.6 and confirming that the two EC indicators are reliable.

Evaluating the goodness of fit of the model was a prerequisite before testing the research hypotheses using the SEM analysis. There were 2 out of 8 measures suitable for the model evaluation, namely RMSEA and CMIN/DF. Table 4 shows that 5 measures have a marginal fit (GFI, NFI, IFI, TLI, and CFI) and 1 measure has a poor fit (P-value). The evaluation results indicate that the model requires quality improvement, which could be done using modification indices in the AMOS software. After the modification, the test was re-performed and the results can be seen in Table 4.

Table 4. Evaluation of Goodness of Fit Criteria

Measure	Criteria	Result	Conclusion	
Absolute fit measure	Chi-square	Expected to be low	475.378	?
	P-value	≥ 0.05	0.000	Poor fit
	GFI	≥ 0.90	0.867	Marginal fit
	RMSEA	≤ 0.10	0.066	Fit
	NFI	≥ 0.90	0.853	Marginal fit
	IFI	≥ 0.90	0.914	Fit
	TLI	≥ 0.90	0.899	Marginal fit
	CFI	≥ 0.90	0.913	Fit
Parsimonious fit measure	CMIN/DF	Between 1 to 5	2.201	Fit

Source: Processed data (2023) and Hair *et al.* (2010)

The hypothesis testing was performed using the SEM analysis. This method could predict changes in the dependent variables related to the changes occurring in the independent variables (Sekaran & Bougie, 2016). The probability value and t-statistics were two important determinants of the hypothesis testing. The results show that 7 hypotheses can be supported empirically, while the other 3 cannot. The results of hypothesis testing can be seen in the following Table 5.

Table 5. Results of Hypothesis Testing

Hypothesis - Path	Estimate	CR	P-Value	Conclusion
H ₁ (+) PSMM → PCE	0.441	6.344	0.000	Supported
H ₂ (+) PSMM → SN	0.977	10.707	0.000**	Supported
H ₃ (-) PSMM → PC	2.372	1.623	0.055	Not Supported
H ₄ (+) EC → PCE	0.285	2.970	0.001	Supported
H ₅ (+) EC → GPI	0.199	1.355	0.087*	Supported
H ₆ (-) PBC → PC	-2.133	-1.421	0.077*	Supported
H ₇ (+) PBC → GPI	0.597	4.050	0.000**	Supported
H ₈ (+) PCE → GPI	0.274	1.642	0.050**	Supported
H ₉ (+) SN → GPI	0.050	0.572	0.283	Not Supported
H ₁₀ (-) PC → GPI	0.083	0.952	0.170	Not Supported

Source: Processed data (2023)

The first hypothesis proposes that the PSMM activities have a positive influence on the PCE. The results show that it has a coefficient value of 0.441, a CR value of 6.344, and a p-value of 0.000 < 0.05, indicating that the first hypothesis can be supported empirically. The more

frequent and positive the PSMM activities, the higher the PCE, and vice versa. A previous study also confirmed similar findings (Sun & Wang, 2020). Since the social media had continuously blended into the consumers' daily life, the PSMM activities were critical in coordinating changes in the consumer values (Chen, Ma, & Wang, 2021). The environmental damage was exposed through the social media, encouraging more consumers to maximize their PCE by purchasing the green products with sustainable packaging to preserve the environment (Laroche *et al.*, 2013). Thus, the PSMM activities could convince the consumers to prioritize the environmental preservation while making purchasing decisions (Djajadiwangsa & Alversia, 2022).

The second hypothesis proposes that the PSMM activities have a positive influence on the SN. The results show that it has a coefficient value of 0.977, a CR value of 10.707, and a p-value of $0.000 < 0.05$, proving that the second hypothesis can be supported empirically. In Indonesia, the PSMM activities could influence and promote to a large number of people through any platform, mainly in relation to the purchasing intention towards the products with sustainable packaging (Yogiswandani, 2023). In addition, based on the coefficient value, CR value, and p-value, the results of this study demonstrate that the PSMM activities have a greater impact on the SN than the PCE. This happened due to the fact that the Indonesian society and culture continued to be a collectivist society (Hinduan, Anggraeni, & Agia, 2020), especially if the influence came from the closest persons (Zhao *et al.*, 2019). The results of this study were also supported by a previous study finding similar results (Sun & Wang, 2020).

The third hypothesis proposes that the PSMM activities have a negative influence on the PC. The results show that it has a coefficient value of 2.372, implying that the third hypothesis cannot be supported empirically. This indicated that the more frequent and positive the PSMM activities, the higher the PC, and vice versa. This finding is not in line with a previous study (Sun & Wang, 2020), in which the PSMM adversely impacted the PC. The PSMM activities enabled improved communication, resulting in long-term indirect advantages and even increasing the PC (Chen *et al.*, 2021). The consumers' PC of sustainable packaging had increased concurrently with the spread of more knowledge and diverse information through the PSMM activities (Armutcu *et al.*, 2023; González-Rodríguez, Díaz-Fernández, & Font, 2020; Santoso & Fitriyani, 2016). The availability of adequate social media information sources provoked the consumers to purchase the environmentally friendly products (Kautish & Khare, 2022). Participating in purchasing the green products that required paying more for the eco-friendly products was acceptable, especially for the pro-environmental consumers (Mohd Suki *et al.*, 2022). This condition also encouraged modern consumers to pay more for the products with sustainable packaging and be proud to have such effects in their homes, despite the fact that it was more expensive than the conventional products (Mahmoud *et al.*, 2022).

The fourth hypothesis proposes that the EC has a positive influence on the PCE. The results show that it has a coefficient value of 0.285, a CR value of 2.970 and a p-value of $0.001 < 0.05$, explaining that the fourth hypothesis can be supported empirically. An increase in the EC would also increase the PCE, and vice versa. This finding is consistent with a previous research (Waris & Hameed, 2020b). As a result of the positive impact of EC on PCE, the EC might cause a shift in the sustainability perception of consumers through the green products (Ch *et al.*, 2021). It could be related to the Indonesian consumers wanting to contribute to the environmental protection, which led to a greener lifestyle transition.

The fifth hypothesis proposes that the EC has a positive influence on the GPI. The results show that it has a coefficient value of 0.199, a CR value of 1.355, and a p-value of $0.087 < 0.10$, demonstrating that the fifth hypothesis can be supported empirically. This indicated that although the impact value of EC on GPI remained modest, it still portrayed a shift in the Indonesian consumers' GPI from non-sustainable to sustainable packaging for environmental protection purposes. The growing number of people concerned about the environment increased the GPI for the environmentally friendly products (Simanjuntak *et al.*, 2023). In addition, the development of a market for green product packaging suggested that the consumer awareness of the environment was rising above the surface. Advocating to friends and family about irresponsible consumption habits also helped to improve the environmental awareness.

The sixth hypothesis proposes that the PBC has a negative influence of PC. The results show that it has a coefficient value of -2.133, a CR value of -1.421, and a p-value of $0.077 < 0.10$, validating that the sixth hypothesis can be supported empirically. A previous study also provided an empirical evidence supporting this finding (Wang, Lin, & Li, 2018). This finding implied that in relation to the PC, the PBC could be addressed when the consumers had adequate financial resources, resulting in a lower PC. Only the consumers with adequate financial resources could purchase the green products with sustainable packaging (Ghazali *et al.*, 2021). In fact, most of Indonesians had a low income, thus they had the difficulty paying more for the green products with sustainable packaging, which were ways more pricey than the products with regular packaging (Kaur *et al.*, 2022).

The seventh hypothesis proposes that the PBC has a positive influence on the GPI. The results show that it has a coefficient value of 0.597, a CR value of 4.050, and a p-value of $0.000 < 0.10$, suggesting that the seventh hypothesis can be supported empirically. Similar finding was also found by a previous study (Chanda *et al.*, 2022). Individual resources and views, including the financial capabilities and the convenience of purchasing the green products with sustainable packaging, influenced the PBC which affected the GPI (Aseri & Ansari, 2023; Kamalanon *et al.*, 2022). The individual financial capabilities had a huge impact on the consumers' GPI. Improving the consumers' PBC in relation purchasing the products with sustainable packaging, such as through individuals' additional income growth, could positively impact their GPI (Sun & Wang, 2020). Furthermore, placing an ecolabel on the green packaging might offer the consumers more convenience and trust (Kumar & Basu, 2023). It strengthened the consumers' PBC to help them decide to purchase the products with green packaging.

The eighth hypothesis proposes that the PCE has a positive impact on the GPI. The results show that it has a coefficient value of 0.27, a CR value of 1.642, and a p-value of $0.05 \leq 0.05$, implying that the eight hypothesis can be supported empirically. This finding is in line with a previous study which found similar findings (Kamalanon *et al.*, 2022). Further, this study finds that the PCE influences the GPI more than the SN influencing the GPI. This implied that the PCE had a greater impact on the Indonesian consumers' GPI than the social influence from others. In the PCE indicators, a strong self-motivation and self-control empowered the consumers to adopt positive pro-environmental behaviors and reflect on the social consequences of their actions, which changed their perspective and motivated them to purchase more green products with sustainable packaging.

The ninth hypothesis proposes that the SN has a positive influence on the GPI. The results show that it has a coefficient value of 0.050, a CR value of 0.572, and a p-value of $0.283 > 0.0$,

indicating that the ninth hypothesis cannot be supported empirically. This finding is aligned with a previous study which also found that the SN had no positive effect on the GPI (Sutikno & Anandya, 2021; Tan *et al.*, 2017), although there were studies which found the opposite (Choi & Johnson, 2019; Mazhar *et al.*, 2022; Pang, Tan, & Lau, 2021). In this study, the SN had little effect on the GPI which implied that the SN was not effective despite the social pressure from one's immediate circle. The PSMM activities were implemented to attract and pressure the consumers to switch to the products with sustainable packaging. However, increasing the GPI remained more challenging for the Indonesian consumers to achieve. Many Indonesian consumers still needed to sense the urgency of preserving and advancing the environment. There were differences in motivations that urged the consumers to purchase the green products with sustainable packaging, considering the PBC factors (Aseri & Ansari, 2023) and SN (Moser, 2015) being more important than the social factors. The consumers who had social principles and were concerned about the welfare of the environment and society would be voluntarily to purchase the green products with sustainable packaging (Prakash, Choudhary, Kumar, Garza-Reyes, Khan, & Panda, 2019).

The tenth hypothesis proposes that the PC has a negative influence on the GPI. The results show that it has a coefficient value of 0.083, indicating that the tenth hypothesis cannot be supported empirically. This finding is supported by several previous studies which found that the PC positively influenced the GPI (Mohd Suki *et al.*, 2022; Nguyen *et al.*, 2021; Tan *et al.*, 2019). The price was such a huge factor in determining the consumers' GPI (Graça & Kharé, 2023). The consumers perceived that the green products with sustainable packaging were found hardly at reasonable prices. Several consumers ranked the quality of products with sustainable packaging as the second most important factor in their purchasing decision process (Mazhar *et al.*, 2022). The Indonesians, like those in other developing countries, were price-sensitive, thus they rarely paid premium prices for the products with sustainable packaging. They would purchase the green products with sustainable packaging if they had a competitive price compared to the conventional ones.

5. CONCLUSIONS, SUGGESTIONS, AND LIMITATIONS

The EC has become a problem requiring the industries, society and government involvement. The industries play a crucial role in dealing with environmental issues and in developing the environmentally friendly products. Furthermore, there has been a significant demand among the consumers for green products, especially those with the sustainable packaging. A growing understanding of the urgency of saving the environment has motivated the consumers' intention to use the sustainable packaging. The results of this study support it by confirming that the EC has a positive influence on the GPI. The positive GPI led to the adoption of a greener lifestyle, resulting in the transition from the consumers using non-sustainable to sustainable packaging.

This study also reveals that the PSMM activities, EC, PBC, PCE, SN, and PE contribute to the GPI and the PSMM activities are the most influential variable to the GPI. The PSMM activities have influenced and informed Indonesian consumers about environmental damage, effects, and ways to protect the environment, such as purchasing the products with sustainable packaging and also using it. This procedure has the potential to increase the GPI and improve the PCE. The second most influential variable driving the GPI is the PBC. The consumers' belief in

their action effectiveness has a significant impact on their intention to purchase the products with sustainable packaging.

The results and conclusions of this study have several implications for the marketers, companies, and government as the policymakers to encourage the society to only use the sustainable packaging and make it as a socio-culture in the society. The marketers must continue to intensively promote through the PSMM activities in relation to the importance of green product packaging for the environment and health. The consumers' GPI can also be improved by involving the companies to collaborate with supply chain partners to eliminate non-environmentally friendly products and invest in developing green technology. On the other hand, the government must play an active role in determining the green products' pricing, accessibility and required policies in order to make the sustainable packaging more appealing to the society.

However, this study has faced several limitations. First, this study only focused on the GPI rather than the actual purchasing behavior. Second, this study was limited to only discussing variables of SN, PC, PCE, PSMM, EC, and PBC. Third, the scope of this study was limited to only Indonesian consumers. Due to these limitations, the results of this study cannot be generalized to a broader context due to limited overall data interpretation. Future researches are suggested to study different samples with more diverse scopes of data, and incorporate other influential factors, such as environmentally friendly product innovation and the role of government, for better and more accurate findings and understanding.

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