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Green Marketing Perspective: Eco-Consciousness dan Sustainable Packaging sebagai Determinan Green Purchase Behavior dengan Mediasi Consumer Attitudes

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Abstract: This study analyzes the influence of Eco-Consciousness and Sustainable Packaging on Green Purchase Behavior with Consumer Attitude as a mediating variable among coffeeshop consumers in Makassar. Using a quantitative causal approach, data were collected from 150 respondents and analyzed with Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that Eco-Consciousness and Sustainable Packaging positively and significantly influence Consumer Attitude. Furthermore, Consumer Attitude has a strong and significant effect on Green Purchase Behavior. Both Eco-Consciousness and Sustainable Packaging also have direct positive effects on Green Purchase Behavior, indicating that consumers engage in environmentally responsible purchasing behavior not only because of their attitudes but also due to their awareness of environmental issues and perceptions of sustainable packaging. Mediation analysis confirms that Consumer Attitude significantly mediates the relationship between Eco-Consciousness and Green Purchase Behavior as well as between Sustainable Packaging and Green Purchase Behavior. These findings highlight the importance of integrating ecological values and sustainable packaging efforts into green marketing strategies, particularly in the coffeeshop industry. Overall, the study contributes to the green marketing literature by presenting an integrated model that explains how psychological factors and sustainable product attributes shape environmentally friendly purchasing behavior.
Keywords : Eco-Consciousness, Sustainable Packaging, Consumer Attitude, Green Purchase Behavior, Green Marketing

1. Introduction

The coffeeshop industry in Indonesia has expanded rapidly over the past decade, driven by shifting consumption patterns and the growing influence of urban lifestyles. Makassar, as a major economic hub in Eastern Indonesia, mirrors this development with the increasing presence of both local and national coffee outlets. Beyond offering beverage products, coffeeshops have evolved into social and cultural spaces that support work routines, creative activities, and identity expression, making them integral to contemporary urban lifestyles (Rahman & Putra, 2022). This evolution coincides with rising global awareness of environmental sustainability, which has prompted consumers to reassess the ecological consequences of their purchasing behavior, particularly in relation to single-use plastics and packaging waste.

The food and beverage sector, including coffeeshops, is recognized as a substantial contributor to plastic waste through disposable cups, lids, straws, and bags (Hidayat & Junaidi, 2021). These concerns have positioned green marketing as a strategic imperative for businesses seeking to align with the values of environmentally conscious consumers. Green marketing encompasses not only the communication of eco-friendly product attributes but also broader efforts to embed ecological value into product design, operational processes, and brand identity (Leonidou et al., 2020). As sustainability becomes a central element of consumer decision-making, the coffeeshop industry faces increasing pressure to adopt environmentally responsible practices and integrate sustainability into their marketing strategies.

Contemporary consumer decision-making is shaped by a complex interplay of cognitive, emotional, moral, and value-based considerations. Younger consumer segments, in particular, demonstrate heightened sensitivity toward brands that exhibit social responsibility and environmental commitment (Nguyen et al., 2022). This shift is reflected in growing preferences for eco-labeled

products, reusable tumblers, and brands that actively reduce waste or promote recycling initiatives. Within this context, coffeeshops in Makassar have begun implementing sustainability-oriented programs such as plastic reduction policies, biodegradable packaging, and incentives for bring-your-own-cup (BYOC) behaviors.

Eco-Consciousness, defined as consumers' awareness of and commitment to environmental issues, constitutes a key driver of sustainable consumption. Individuals with high levels of Eco-Consciousness tend to prefer environmentally responsible brands and exhibit stronger intentions to engage in green purchase behavior (Joshi & Rahman, 2015; Yuliati & Rahmawati, 2021). In the coffeeshop sector, this awareness may influence preferences toward biodegradable straws, paper-based cups, or participation in BYOC initiatives. Complementing this factor, Sustainable Packaging represents another central determinant of green consumerism. Sustainable packaging enhances not only product functionality but also the symbolic expression of a brand's environmental commitment. Prior studies indicate that eco-friendly packaging improves perceived quality, brand trust, and consumers' willingness to pay (Magnier & Schoormans, 2015; Ramadhan & Astuti, 2022). For coffeeshops, packaging innovation plays a dual role: reducing waste while strengthening brand image.

However, the effects of Eco-Consciousness and Sustainable Packaging on actual purchasing behavior often require psychological mechanisms to translate values into actions. Consumer Attitude serves as a critical mediating factor within the Theory of Planned Behavior (Ajzen, 1991). Positive attitudes toward eco-friendly products arise when consumers perceive them as consistent with personal values, moral standards, and social expectations. Empirical evidence demonstrates that Consumer Attitude significantly mediates relationships between environmental values and green purchase intentions (Yadav & Pathak, 2017), green product knowledge and purchase intention (Putri & Nugroho, 2021), and green brand image and Green Purchase Behavior (Wijaya & Paramita, 2021). In the coffeeshop context—where purchasing decisions are influenced not only by taste or price but also by sustainability-driven brand perceptions—Consumer Attitude becomes particularly salient.

Despite extensive global literature, empirical studies that integrate Eco-Consciousness, Sustainable Packaging, and Consumer Attitude into a unified model remain limited, especially in the lifestyle-oriented coffeeshop sector. In Indonesia, research on green purchase behavior has largely focused on eco-friendly products in general, with minimal attention to industries characterized by rapid growth and high waste generation, such as F&B. The scarcity of studies conducted in Makassar further highlights the need for contextualized research, despite the city's vibrant coffeeshop culture and increasing adoption of sustainability initiatives. Notably, the extent to which consumer psychology mediates the success of these initiatives has not been empirically examined.

Given these gaps, this study aims to develop and test a comprehensive model that positions Eco-Consciousness and Sustainable Packaging as antecedents of Green Purchase Behavior, with Consumer Attitude serving as a mediating variable. This research contributes to the sustainability and green marketing literature by offering empirical evidence from an underexplored context, while providing actionable insights for coffeeshop businesses seeking to align marketing strategies with the ecological values of modern consumers.

2. Research methods

This study employs a **quantitative research approach** with a **causal research design** to examine the influence of **Eco-Consciousness** and **Sustainable Packaging** on **Green Purchase Behavior**, with **Consumer Attitude** as a mediating variable. The causal design is chosen to explore cause-and-effect

relationships among variables within the context of green marketing practices among coffeeshop consumers in Makassar, Indonesia.

2.1 Data Collection and Sampling

The population of this study comprises all consumers who have purchased beverages at coffeeshops in Makassar within the past six months. **Purposive sampling** was applied with the following criteria: (1) respondents aged 17 years or older, (2) have purchased coffee beverages at local coffeeshops, and (3) are aware of eco-friendly practices or sustainable packaging implemented by the establishments. A total of **150 respondents** were selected, which meets the minimum requirement for **Structural Equation Modeling–Partial Least Squares (SEM-PLS)** analysis, following the guideline of five to ten times the number of indicators per latent variable (Hair et al., 2014). Data were collected through a **structured questionnaire** using a **5-point Likert scale**, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were designed to measure four constructs: Eco-Consciousness (X1), Sustainable Packaging (X2), Consumer Attitude (M), and Green Purchase Behavior (Y). Table 1 presents the detailed measurement indicators for each variable.

2.2 Data Analysis

The data were analyzed using **Structural Equation Modeling–Partial Least Squares (SEM-PLS)** via **SmartPLS software**. SEM-PLS was selected because it effectively models **complex relationships among latent variables**, accommodates **small to medium sample sizes**, and does not require normality of data distribution (Hair et al., 2014). The analysis included both **outer (measurement) model assessment** and **inner (structural) model evaluation**, along with **mediation testing** using the **bootstrapping procedure**.

1. **Outer Model Assessment**
   The outer model evaluated **convergent validity, discriminant validity, and construct reliability**. The criteria for validity and reliability were as follows:
   - **Loading factor ≥ 0.70**
   - **Average Variance Extracted (AVE) ≥ 0.50**
   - **Composite Reliability (CR) ≥ 0.70**
   - **Cronbach's Alpha ≥ 0.70**

   These assessments ensure that all indicators accurately represent their respective latent variables and that the measurement model is stable and reliable.
2. **Inner Model Assessment**
   The structural model evaluated the **direct and indirect effects** among variables, including mediation by Consumer Attitude. The model's predictive power was assessed using the **R^2 value**, while **Q^2** was used to measure the model's predictive relevance. Hypotheses were tested using **path coefficients (β)**, **t-statistics**, and **p-values** derived from bootstrapping with 5,000 resamples.

2.3 Mediation Analysis

To test whether **Consumer Attitude mediates** the relationship between Eco-Consciousness, Sustainable Packaging, and Green Purchase Behavior, the **bootstrapping method** was employed. Significant mediation was confirmed if the **indirect effect** was statistically significant ($t > 1.96$, $p < 0.05$).

2.4 Ethical Considerations

Participation in the study was **voluntary**, and respondents were informed about the research objectives. Respondents' identities were kept **confidential**, and data were used solely for academic research purposes.

3. Results and Discussion

3.1 Respondent Characteristics

This study involved 150 respondents who were coffeeshop consumers in Makassar. The majority of respondents were aged 18–30 years (72%), representing the age group with the highest frequency of visits to coffeeshops and greatest exposure to sustainability campaigns. Of the total respondents, 58% were female and 42% male. Approximately 64% visited coffeeshops at least twice per month, indicating high consumption frequency of lifestyle-based beverages. Additionally, 71% of respondents reported awareness or attention to the use of environmentally friendly packaging at the coffeeshops they patronized.

Outer Model Testing Results

Table 2. Outer Model Results

Variable	Item	Loading Factor	CA	CR	AVE	Result
Eco-Consciousness (X1)	EC1	0.812	0.848	0.894	0.673	Valid & Reliable
	EC2	0.846				
	EC3	0.803				
	EC4	0.826				
Sustainable Packaging (X2)	SP1	0.792	0.841	0.887	0.651	Valid & Reliable
	SP2	0.828				
	SP3	0.804				
	SP4	0.839				
Consumer Attitude (M)	CA1	0.854	0.876	0.912	0.702	Valid & Reliable
	CA2	0.861				
	CA3	0.812				
	CA4	0.830				
Green Purchase Behavior (Y)	GPB1	0.821	0.864	0.905	0.689	Valid & Reliable
	GPB2	0.842				
	GPB3	0.817				
	GPB4	0.855				

Source: Processed Data (2025)

The outer model test evaluated indicator quality in measuring latent constructs through convergent validity, discriminant validity, and construct reliability. Table 2 shows that all constructs—Eco-Consciousness (X1), Sustainable Packaging (X2), Consumer Attitude (M), and Green Purchase Behavior (Y)—meet the measurement model criteria in SEM-PLS. All indicators have loading factors above 0.70, indicating strong contribution to latent constructs. Eco-Consciousness indicators ranged 0.803–0.846, and Sustainable Packaging indicators ranged 0.792–0.839. Consumer Attitude exhibited a highest loading on CA2 (0.861), representing consumer belief in the benefits of green products. Green Purchase Behavior indicators showed strong consistency with loading factors 0.817–0.855.

AVE values for all constructs exceeded 0.50 (X1 = 0.673, X2 = 0.651, M = 0.702, Y = 0.689), confirming good convergent validity. Cronbach's Alpha ranged 0.841–0.876 and Composite Reliability 0.887–0.912, demonstrating high internal consistency. These results confirm the instruments are valid, reliable, and suitable for structural model testing.

Inner Model Testing Results

Table 3. Path Coefficients and Hypothesis Testing

Relationship	β	T-Stat	p-Value	Result
EC → CA	0.412	6.214	0.000	H1 Accepted
SP → CA	0.438	7.031	0.000	H2 Accepted
CA → GPB	0.487	5.884	0.000	H3 Accepted
EC → GPB	0.231	3.271	0.001	H4 Accepted
SP → GPB	0.264	3.958	0.000	H5 Accepted
EC → CA → GPB	0.201	4.102	0.000	H6 Accepted
SP → CA → GPB	0.238	4.553	0.000	H7 Accepted

Table 4. R^2 and Q^2 Values

Endogenous Variable	R^2	Category	Q^2	Interpretation
Consumer Attitude (M)	0.563	Moderate	0.411	Good predictive relevance
Green Purchase Behavior (Y)	0.586	Moderate	0.437	Good predictive relevance

Source: Processed Data (2025)

Eco-Consciousness positively influences Consumer Attitude (β = 0.412, t = 6.214), while Sustainable Packaging also significantly affects Consumer Attitude (β = 0.438, t = 7.031). Consumer Attitude strongly predicts Green Purchase Behavior (β = 0.487, t = 5.884). Direct effects of EC and SP on GPB were significant (β = 0.231 and 0.264, respectively). Mediation analysis confirmed Consumer Attitude significantly mediates EC and SP effects on GPB. R^2 values indicate moderate explanatory power, and Q^2 values suggest good predictive relevance.

Discussion

Eco-Consciousness positively affects Consumer Attitude, supporting the Theory of Planned Behavior (Ajzen, 1991). Consumers with higher environmental awareness show positive attitudes toward sustainable products, consistent with Kim & Choi (2020). Sustainable Packaging also enhances Consumer Attitude, in line with Hermawan et al. (2021), as eco-friendly packaging signals brand responsibility. Consumer Attitude predicts Green Purchase Behavior, confirming Ajzen's (1991) model and aligning with Chen & Chang (2013). Direct effects of Eco-Consciousness and Sustainable Packaging on GPB indicate these factors encourage green purchases beyond attitudinal mediation, supporting Widyastuti & Said (2022) and Jang et al. (2020). Consumer Attitude mediates these relationships, consistent with Garg & Joshi (2018), highlighting the psychological mechanism converting sustainability perception into purchase behavior.

This study contributes to green marketing literature by integrating Eco-Consciousness and Sustainable Packaging in one model, demonstrating the role of internal values and physical product attributes in shaping Consumer Attitude and actual purchasing behavior in the Indonesian coffeeshop context.

4. Conclusion

4.1 Summary of Findings

This study investigated the effects of Eco-Consciousness and Sustainable Packaging on Green Purchase Behavior, with Consumer Attitude as a mediating variable among coffeeshop consumers in Makassar. The results showed that all constructs were valid and reliable, and all hypothesized relationships were statistically significant. Eco-Consciousness and Sustainable Packaging positively influenced Consumer Attitude, which in turn significantly predicted Green Purchase Behavior. Both Eco-Consciousness and Sustainable Packaging also exerted direct effects on Green Purchase Behavior, while Consumer Attitude served as a significant mediator.

4.2 Theoretical Implications

The findings contribute to the green marketing literature by integrating internal values (Eco-Consciousness) and product attributes (Sustainable Packaging) in a single structural model. This study confirms that both cognitive awareness and observable environmental actions influence consumer attitudes and actual green purchasing behavior. Furthermore, the role of Consumer Attitude as a mediator highlights the psychological mechanism bridging sustainability perception and behavior, extending the Theory of Planned Behavior (Ajzen, 1991) in the context of sustainable consumption in Indonesia.

4.3 Practical Implications

For practitioners, the results emphasize the strategic importance of promoting environmental awareness and implementing sustainable packaging in coffeeshops. Businesses can enhance green consumer engagement by providing eco-friendly products and visibly demonstrating commitment to sustainability. Marketing strategies should integrate both educational campaigns about environmental issues and tangible evidence of sustainability through packaging, which can strengthen consumer attitudes and drive green purchasing decisions.

4.4 Recommendations for Future Research

Future studies should consider broader geographic and demographic samples to improve generalizability. Additional variables, such as social influence, price perception, or green brand trust, could be included to capture other determinants of green purchase behavior. Longitudinal studies are also recommended to examine changes in consumer behavior over time. Furthermore, investigating the moderating effects of demographic factors or consumer lifestyle on the relationships between Eco-Consciousness, Sustainable Packaging, and Green Purchase Behavior could provide deeper insights for both academia and industry.

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