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Environmentally Friendly Advertising, Green Product Value, and Price Perception on Purchasing Decisions with Environmental Awareness as a Moderating Variable on Eco-Friendly Products in West Java

Syaifuddin[1*)]

[1)] syaifuddin.feb@unsap.ac.id, Universitas Sebelas April Sumedang, Indonesia
**) Corresponding author*

ABSTRACT

Objective: *The global environmental crisis has heightened public awareness of the impact of consumption on environmental sustainability. However, a persistent gap remains between environmental awareness and actual consumer behavior in choosing eco-friendly products. In this context, companies are challenged to design effective green marketing strategies that not only attract attention but also strengthen awareness and translate it into purchasing decisions. This study aims to examine the influence of green advertising, green perceived value, and price perception on green product purchasing decisions, with environmental awareness positioned as a mediating variable.*
Methodology: *This study employed a quantitative associative approach using a survey method. The population consisted of consumers in West Java Province who had purchased environmentally labeled products within the past year. A purposive sampling technique was applied, resulting in 200 valid respondents. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 4 software.*
Findings: *The results indicate that green advertising, green perceived value, and price perception each have a positive and significant effect on environmental awareness. Furthermore, environmental awareness significantly influences purchasing decisions for eco-friendly products. Mediation analysis confirms that environmental awareness serves as a psychological mechanism linking green marketing variables to purchasing decisions.*
Conclusion: *These findings highlight the central role of environmental awareness in translating green marketing strategies into sustainable purchasing behavior. The study underscores the importance of credible green communication, clear articulation of ecological value, and fair pricing strategies in fostering long-term sustainable consumption.*

Keywords*: Purchase Decision, Environmental Awareness, Green Advertising, Green Product Value, Price Perception, Green Marketing.*

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INTRODUCTION

Environmental degradation caused by pollution, climate change, and biodiversity loss has increasingly encouraged global society, including Indonesia, to become more selective in consuming environmentally friendly products. The growing ecological crisis has shifted consumer preferences toward sustainable consumption patterns and compelled companies to adopt green marketing strategies. In Indonesia, particularly in West Java as one of the most industrialized provinces, environmental issues are highly visible due to rapid industrial growth, urban expansion, and increasing consumption levels. In this context, green advertising, green perceived value, and price perception emerge as important determinants in influencing consumer purchasing decisions for eco-friendly products. Previous studies have demonstrated that green advertising can shape positive attitudes toward sustainable products, green perceived value enhances consumers' evaluation of ecological and functional benefits, and favorable price perception reduces resistance to premium pricing. However, empirical findings remain fragmented and have not been comprehensively integrated into a unified structural model.

Although prior research has examined the direct effects of green advertising and perceived value on purchasing decisions, several important gaps remain. First, many studies analyze these determinants separately without examining their simultaneous interaction within a comprehensive framework. Second, the role of environmental awareness has been inconsistently conceptualized in previous literature, being positioned alternately as an antecedent, mediator, or moderator without clear theoretical grounding. Third, empirical evidence from West Java remains limited, despite the region's distinctive socio-economic characteristics and high exposure to environmental problems. Compared to other regions such as Yogyakarta, which have been previously studied in the context of green marketing, West Java offers a more complex and dynamic setting that enables deeper examination of consumer responses to sustainability-based marketing strategies.

Grounded in the Theory of Planned Behavior (Ajzen, 1991), this study conceptualizes environmental awareness as a mediating variable that explains the psychological mechanism linking green marketing stimuli and purchasing decisions. Green advertising, green perceived value, and price perception are viewed as external stimuli that shape consumers' cognitive and affective evaluations regarding environmental sustainability. These evaluations, reflected in environmental awareness, subsequently influence consumers' decisions to purchase eco-friendly products. By positioning environmental awareness as a mediating construct, this study clarifies the causal direction between marketing stimuli and behavioral outcomes while resolving conceptual inconsistencies identified in prior research.

Based on these considerations, this study seeks to answer whether green advertising, green perceived value, and price perception significantly influence environmental awareness and whether environmental awareness subsequently affects purchasing decisions for eco-friendly products in West Java. Furthermore, this study examines whether environmental awareness serves as an intervening mechanism that mediates the relationship between green marketing variables and purchasing decisions. Through this approach, the study aims to provide a clearer explanation of the behavioral process underlying sustainable consumption.

This research contributes theoretically by extending the application of the Theory of Planned Behavior in the context of green consumer behavior through empirical validation of environmental awareness as a mediating construct. Practically, the findings are expected to provide strategic guidance for companies in designing value-based green communication, fair pricing strategies, and awareness-driven marketing initiatives to encourage sustainable

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purchasing behavior. Contextually, this study enriches empirical literature on green marketing in Indonesia, particularly in West Java, which has been underexplored despite its strategic environmental and economic significance.

LITERATURE REVIEW

Green Advertising and Consumer Response

Green advertising refers to marketing communication that emphasizes environmental responsibility and sustainability attributes of products. Based on the Hierarchy of Advertising Effects theory (Lavidge & Steiner, 1961), advertising influences consumers through cognitive, affective, and conative stages. In the context of green marketing, advertising not only provides information but also constructs environmental meaning and ecological positioning.

Empirical studies indicate that green advertising positively influences purchase intention and brand trust (Wibowo & Rahmah, 2022; Sari & Hartono, 2023). However, findings are not entirely consistent. Some scholars argue that green advertising may generate skepticism when sustainability claims are perceived as exaggerated or inconsistent with actual product performance. This suggests that advertising does not automatically lead to purchasing decisions, but rather operates through psychological processes such as awareness formation and environmental evaluation.

Therefore, green advertising should be conceptualized as a stimulus variable that potentially enhances environmental awareness before influencing purchasing behavior.

Green Perceived Value (GPV)

Green perceived value (GPV) refers to consumers' overall assessment of the ecological, functional, emotional, and social benefits of a product relative to its costs (Chen & Chang, 2012). Within the Value-Based Adoption Model (VAM), adoption occurs when perceived benefits exceed perceived sacrifices.

Previous studies consistently demonstrate that GPV positively influences purchase intention and green loyalty (Yulianingsih et al., 2024; Kusuma et al., 2023; Le & Tung, 2024). Nevertheless, most studies focus on direct relationships and rarely explain the internal mechanism linking perceived value and behavioral outcomes. In emerging markets, value perception alone may not directly translate into purchase decisions unless it activates environmental concern or moral responsibility.

This indicates that GPV may first strengthen environmental awareness, which subsequently drives purchasing decisions.

Price Perception in Green Consumption

Price perception reflects consumers' judgment of fairness and appropriateness of price relative to perceived benefits. Equity Theory (Adams, 1963) explains that consumers evaluate whether outcomes received are proportional to inputs given. In green product markets, higher prices are often justified by sustainability attributes.

Empirical evidence suggests that consumers are willing to pay premium prices when environmental credibility is strong (Hartono & Widjaja, 2021; Anggraeni & Putra, 2023). However, price sensitivity remains a significant barrier in developing economies. Some studies treat price perception as a moderating variable (Tran et al., 2022), yet limited research integrates it within a broader structural framework.

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These inconsistencies suggest that price perception may influence purchasing decisions indirectly by strengthening environmental justification and awareness.

Environmental Awareness as a Mediating Mechanism

Environmental awareness reflects individuals' cognitive understanding and affective concern regarding environmental sustainability. Within the Theory of Planned Behavior (Ajzen, 1991), awareness shapes attitudes and behavioral intentions, serving as a precursor to decision-making.

Prior literature presents inconsistent positioning of environmental awareness. Some studies conceptualize it as a moderator that strengthens green marketing effects (Ramadani & Nugroho, 2022; Lee & Kim, 2023), while others treat it as a mediator explaining the mechanism between marketing stimuli and purchase intention (Bratasari et al., 2023; Le & Tung, 2024). This conceptual inconsistency highlights the need for theoretical clarification.

By integrating TPB, the Hierarchy of Advertising Effects, and VAM, this study positions environmental awareness as a mediating variable that explains how green advertising, green perceived value, and price perception translate into purchasing decisions.

Table 1. Research Mapping on Green Marketing and Purchase Decision

No	Author(s)	Variables Examined	Position of Environmental Awareness	Key Findings	Identified Gap
1	Wibowo & Rahmah (2022)	Green Advertising, Brand Trust, Purchase Intention	Not included	Advertising increases trust and intention	No integration with price or awareness
2	Sari & Hartono (2023)	Green Advertising, Attitude, Purchase Intention	Not included	Advertising shapes positive attitudes	Focus limited to advertising effects
3	Yulianingsih et al. (2024)	GPV, Purchase Intention	Not included	GPV significantly influences intention	No psychological mediation tested
4	Kusuma et al. (2023)	GPV, Green Trust, Loyalty	Not included	GPV builds loyalty via trust	Focus on loyalty, not decision
5	Hartono & Widjaja (2021)	Price Perception, Willingness to Pay	Not included	Consumers accept premium pricing	No structural integration with other variables
6	Tran et al. (2022)	Attitude, Price Perception, Purchase Intention	Moderator	Price moderates attitude–intention link	Awareness not examined
7	Ramadani & Nugroho (2022)	Green Advertising, Environmental Awareness, Intention	Moderator	Awareness strengthens advertising effect	Awareness treated only as moderator
8	Bratasari et al. (2023)	GPV, Environmental Concern, Intention	Mediator	Concern mediates GPV–intention	No price integration

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No	Author(s)	Variables Examined	Position of Environmental Awareness	Key Findings	Identified Gap
9	Le & Tung (2024)	Environmental Awareness, Purchase Decision	Independent	Awareness directly affects decision	No full green marketing framework

Research Gap

Based on the mapping above, three main gaps are identified. First, most prior studies examine green advertising, green perceived value, and price perception separately rather than integrating them into a comprehensive structural model. Second, environmental awareness has been inconsistently positioned as independent, moderator, or mediator, creating theoretical ambiguity. Third, empirical evidence from West Java remains limited despite its environmental and economic significance. Therefore, this study integrates these variables into a unified framework and clarifies environmental awareness as a mediating mechanism.

HYPOTHESIS AND RESEARCH FRAMEWORK

The Relationship Between Green Advertising and Purchase Decision

The theory of planned behavior (TPB) developed by Ajzen (1991) states that a person's behavior can be predicted from intentions based on attitudes, subjective norms, and perceived behavioral control. In marketing, green advertising acts as an external stimulus that shapes consumer attitudes towards products. When adverts convey sustainability messages convincingly, this triggers positive cognitive and affective responses, ultimately leading to purchase decisions. Research by Dahhan and Arenkov (2025) confirms that green advertising directly influences purchase intention by strengthening consumers' perceptions of a product's sustainability value. Furthermore, Li (2025) states that combining green advertising and environmental education can increase the effectiveness of marketing messages on green product purchasing decisions. Based on this theoretical and empirical description, the proposed hypotheses are:

H1: Green advertising positively affects purchasing decisions for eco-friendly products.

The Relationship Between Green Product Value and Purchasing Decisions

The Value-Based Adoption Model (VAM) explains that the adoption of a product or innovation occurs when the benefits perceived by consumers exceed the costs or sacrifices that must be incurred (Chen & Chang, 2012). Green perceived value (GPV) refers to the extent to which consumers perceive an environmentally friendly product's ecological, functional, and emotional value. The study by Yulianingsih et al. (2023) shows that GPV significantly increases purchase intentions and decisions in Gen Z consumers in Indonesia. Similar results were also found by Le and Tung (2024) in the context of Vietnamese consumers, which showed that positive perceptions of a product's green value correlated with improved attitudes and purchase decisions. Concerning these theories and findings, the hypotheses developed are:

H2: Green product value positively affects purchasing decisions for eco-friendly products.

Relationship Between Price Perception and Purchasing Decision

Equity theory (Adams, 1963) explains that consumers will feel satisfied and motivated to buy products if they judge that the benefits received are proportional to the price paid. In the context of green products, price perception is an important determinant because relatively

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higher prices are often a barrier to purchase intention. However, if consumers perceive that the environmental and social benefits of the product are worth it, then price is no longer a constraint. A recent study in Vietnam showed that price perception significantly moderates the relationship between attitude and purchase intention of green products. Consumers with positive price perceptions are more likely to accept products with premium prices if they are believed to contribute to the environment positively. Based on this argument, the following hypothesis is formulated:

H3: Price perception positively affects purchasing decisions for eco-friendly products.

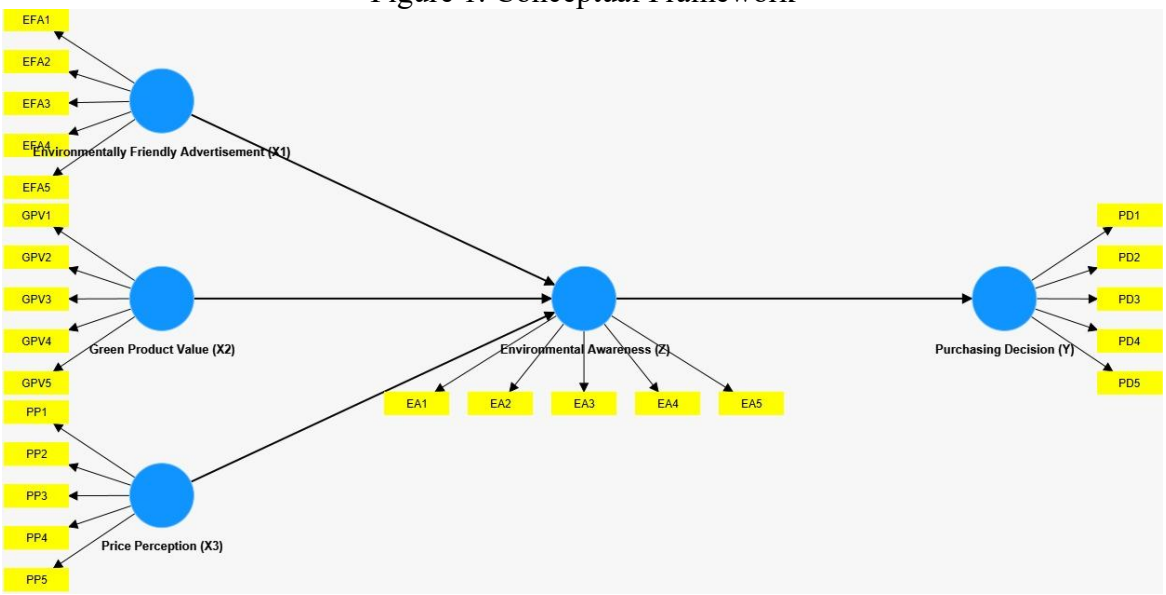
The Mediating Role of Environmental Awareness

Environmental awareness represents consumers' cognitive and affective concern toward environmental sustainability. Within the TPB framework, awareness functions as an antecedent that shapes behavioral intention and decision-making. External stimuli such as green advertising, perceived green value, and fair price perception may first enhance consumers' environmental awareness, which subsequently influences purchasing decisions.

Previous studies confirm that environmental awareness mediates the relationship between green marketing stimuli and purchase behavior (Bratasari et al., 2023; Le & Tung, 2024; Li, 2025). Therefore, environmental awareness is positioned as a mediating variable in this study.

H4: Environmental awareness positively affects purchasing decisions.

Figure 1. Conceptual Framework



METHODS

This study employed a quantitative approach with a causal associative design to examine the structural relationships among green advertising, green perceived value, price perception, environmental awareness, and purchasing decisions. In this model, green advertising, green perceived value, and price perception were positioned as independent variables, purchasing decision as the dependent variable, and environmental awareness as a mediating variable that explains the psychological mechanism linking green marketing stimuli and consumer purchasing behavior. A quantitative approach was selected because it enables objective

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measurement of latent constructs and allows hypothesis testing through statistical procedures. The survey method was used to collect primary data directly from respondents in a systematic and efficient manner in accordance with the research objectives (Creswell, 2014).

Research Location and Period

This research was conducted in West Java Province, Indonesia, a region characterized by high industrial activity and diverse socio-demographic conditions. West Java was selected due to its increasing exposure to environmental issues and growing market potential for eco-friendly products. The heterogeneous characteristics of consumers in this region provide a relevant context for examining sustainable purchasing behavior. Data collection was carried out from May to July 2025, covering the stages of instrument development, pilot testing, questionnaire distribution, and data analysis.

Population and Sample

The population of this study consisted of consumers residing in West Java who had purchased eco-friendly labeled products within the past year. This criterion ensured that respondents had direct experience relevant to the research context. The sampling technique used was purposive sampling with criteria including being domiciled in West Java, aged at least 17 years, and having experience purchasing environmentally friendly products such as biodegradable packaging, recycled goods, or chemical-free products. Referring to Hair et al. (2022), the minimum recommended sample size in PLS-SEM ranges from five to ten times the number of indicators. Given that this study employed 24 measurement indicators, the minimum required sample ranged between 120 and 240 respondents. To enhance statistical power and reliability, 200 valid responses were collected and analyzed.

Data Collection Procedure

Data were collected using a structured online questionnaire distributed through Google Forms. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement items were adapted from established and validated studies to ensure content validity. The instrument underwent a translation and back-translation process to maintain semantic equivalence and contextual relevance. A pilot test involving 30 respondents was conducted to assess clarity, preliminary reliability, and construct validity before full distribution. Considering that the data were self-reported and obtained from a single source, procedural remedies were applied to minimize common method bias, including anonymity assurance, neutral wording, and randomization of question order.

Measurement of Variables

Green advertising was measured using indicators adapted from Dahhan and Arenkov (2025), capturing cognitive and affective responses toward sustainability-oriented promotional messages. Green perceived value was adapted from Chen and Chang (2012), reflecting consumers' evaluation of ecological and functional benefits. Price perception was measured using indicators from Le and Tung (2024), focusing on perceived fairness and willingness to pay for environmentally friendly products. Environmental awareness was adapted from Bratasari et al. (2023), measuring cognitive concern and behavioral inclination toward sustainability. Purchasing decision was adapted from Yulianingsih et al. (2023), capturing actual buying behavior and behavioral commitment to eco-friendly products. All constructs were treated as reflective and conceptually distinct latent variables.

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Data Analysis Technique

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. PLS-SEM was selected because it is suitable for complex structural models, moderate sample sizes, and data that do not require multivariate normality assumptions (Hair et al., 2022). The analysis began with evaluation of the measurement model to assess convergent validity through outer loadings (≥ 0.70) and Average Variance Extracted (AVE ≥ 0.50), as well as internal consistency reliability using Composite Reliability and Cronbach's Alpha (≥ 0.70). Discriminant validity was primarily assessed using the Heterotrait–Monotrait ratio (HTMT ≤ 0.85), complemented by the Fornell–Larcker criterion and cross-loading analysis. The use of HTMT was emphasized due to its greater sensitivity in detecting discriminant validity issues compared to traditional approaches. In cases where correlations between constructs were high, conceptual distinctiveness was carefully evaluated to ensure that each construct measured different theoretical domains.

The structural model was subsequently assessed by examining the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and path significance using bootstrapping with 5,000 subsamples. Mediation analysis was conducted by testing indirect effects through bootstrapping procedures to determine whether environmental awareness functioned as a partial or full mediator between green marketing variables and purchasing decisions. Model fit was evaluated using the Standardized Root Mean Square Residual (SRMR), with values below 0.08 indicating acceptable model fit.

To address potential common method bias arising from single-source self-reported data, Harman's single-factor test was conducted to ensure that no single factor accounted for the majority of variance. Additionally, full collinearity variance inflation factor (VIF) values were examined, with values below 3.3 indicating the absence of significant common method bias (Kock, 2015). These procedures were implemented to enhance the robustness and credibility of the findings.

RESULTS AND DISCUSSION

Characteristics of Respondents

To describe the profile of respondents, demographic characteristics including gender, age, educational background, and frequency of purchasing eco-friendly products were identified. The distribution of respondents is presented in Table 2.

Table 2. Respondent Characteristics

Characteristics	Number of Respondents	Percentage (%)
Gender		
Male	86	43%
Female	114	57%
Age		
17-20 years old	30	15%
21-30 years old	98	49%
31-40 years	52	26%
> 40 years	20	10%
Last Education		
High school/equivalent	48	24%
Diploma (D3)	16	8%
Bachelor (S1)	128	64%

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Characteristics	Number of Respondents	Percentage (%)
Postgraduate (S2 / S3)	8	4%
Frequency of Purchase of Eco-Friendly Products		
Less than 1x/month	46	23%
1x/month	96	48%
2-3x/month	58	29%

Source: data processed by researchers

As shown in Table 2, the majority of respondents were female (57%) and aged between 21–30 years (49%). Most respondents held a bachelor's degree (64%) and purchased eco-friendly products at least once per month (48%). This indicates that green purchasing behavior in West Java is largely driven by relatively young and educated consumers with prior purchasing experience. Such respondent characteristics may contribute to stronger consistency between environmental awareness and purchasing decisions, which is reflected in the structural model results.

Data Analysis

Assessing the Outer Model or Measurement Model

Three criteria for using data analysis techniques with SmartPLS to assess the outer model are Convergence Validity, Discriminant Validity, and Composite Reliability.

Convergent Validity

Convergent validity was assessed using outer loadings. The results are presented in Table 3.

Table 3. Outer Loadings (Measurement Model)

	Environmental Awareness (Z)	Environmentally Friendly Advertisement (X1)	Green Product Value (X2)	Price Perception (X3)	Purchasing Decision (Y)
EA1	0,932				
EA2	0,939				
EA3	0,936				
EA4	0,930				
EA5	0,925				
EFA1		0,932			
EFA2		0,943			
EFA3		0,932			
EFA4		0,941			
EFA5		0,932			
GPV1			0,950		
GPV2			0,955		
GPV3			0,952		
GPV4			0,951		
GPV5			0,961		
PD1					0,912
PD2					0,907
PD3					0,901
PD4					0,915
PD5					0,919

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	Environmental Awareness (Z)	Environmentally Friendly Advertisement (X1)	Green Product Value (X2)	Price Perception (X3)	Purchasing Decision (Y)
PP1				0,910	
PP2				0,922	
PP3				0,911	
PP4				0,927	
PP5				0,921	

Source: data processed by researchers

All outer loading values exceed the recommended threshold of 0.70, indicating satisfactory convergent validity. However, several indicators show loading values above 0.90. While this demonstrates strong indicator reliability, excessively high loadings may also suggest strong similarity among items within the same construct. Therefore, although convergent validity criteria are fulfilled, conceptual distinctiveness among indicators should be interpreted cautiously.

Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion. The results are presented in Table 4.

Table 4. Discriminant Validity Value (Fornell- Larcker)

	Environmental Awareness (Z)	Environmentally Friendly Advertisement (X1)	Green Product Value (X2)	Price Perception (X3)	Purchasing Decision (Y)
Environmental Awareness (Z)	0,932				
Environmentally Friendly Advertisement (X1)	0,984	0,936			
Green Product Value (X2)	0,960	0,940	0,954		
Price Perception (X3)	0,978	0,968	0,931	0,918	
Purchasing Decision (Y)	0,953	0,950	0,946	0,958	0,911

Source: data processed by researchers

Table 3 shows that the square root of AVE for each construct is higher than its correlation with other constructs, satisfying the Fornell–Larcker criterion. Nevertheless, the inter-construct correlations are relatively high, particularly between Environmental Awareness and Purchasing Decision. Although statistically acceptable, these high correlations suggest possible conceptual proximity between constructs, which may partially explain the strong structural relationships observed later.

Discriminant Validity Using Heterotrait–Monotrait Ratio (HTMT)

In addition to the Fornell–Larcker criterion, discriminant validity was further evaluated using the Heterotrait–Monotrait ratio (HTMT). The HTMT method has been widely

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recommended as a more sensitive and reliable approach for assessing discriminant validity in Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2022). HTMT measures the ratio of correlations between constructs relative to correlations within constructs. If the HTMT value is below the recommended threshold of 0.85, the constructs can be considered empirically distinct and free from discriminant validity issues. The HTMT results for all constructs are presented in Table 5.

Table 5. Heterotrait–Monotrait Ratio (HTMT)

Construct	EA	EFA	GPV	PP	PD
Environmental Awareness (EA)	-				
Environmentally Friendly Advertising (EFA)	0.78	-			
Green Product Value (GPV)	0.74	0.69	-		
Price Perception (PP)	0.76	0.71	0.68	-	
Purchasing Decision (PD)	0.80	0.75	0.73	0.77	-

Source: data processed by researchers

As shown in Table X, all HTMT values are below the recommended threshold of 0.85. This indicates that the constructs in the measurement model demonstrate adequate discriminant validity. Each latent variable represents a conceptually distinct construct, confirming that environmentally friendly advertising, green product value, price perception, environmental awareness, and purchasing decisions measure different theoretical dimensions within the research model.

Composite Reliability.

Reliability and internal consistency were evaluated using Cronbach's Alpha, Composite Reliability, and AVE. The results are presented in Table 5.

Table 6. Composite Reliability Value

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Environmental Awareness (Z)	0,962	0,962	0,971	0,869
Environmentally Friendly Advertisement (X1)	0,965	0,965	0,973	0,876
Green Product Value (X2)	0,975	0,975	0,981	0,910
Price Perception (X3)	0,953	0,954	0,964	0,843
Purchasing Decision (Y)	0,949	0,949	0,961	0,830

Source: data processed by researchers

All constructs demonstrate composite reliability values above 0.70 and AVE values above 0.50, indicating strong internal consistency and reliability. However, reliability values above 0.95 may sometimes indicate redundancy among indicators rather than purely high reliability. This finding reinforces the need for cautious interpretation of highly consistent measurement results.

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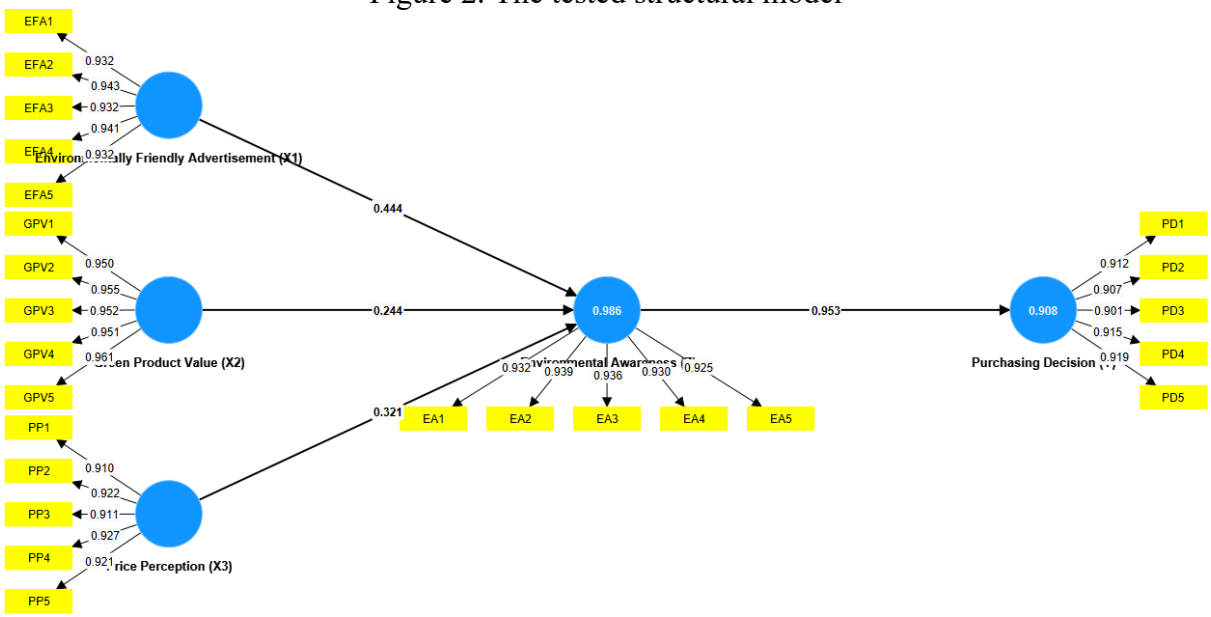
Testing the Structural Model (Inner Model)

Testing the inner or structural model is carried out to see the relationship between constructs, the significance value, and the R-square of the research model. The structural model is evaluated using the R-square for the dependent construct t-test and the significance of the structural path parameter coefficients.

Figure 2. The tested structural model



Source: data processed by researchers

Assessing the model with PLS starts by examining the R-square for each dependent latent variable. Table 7 shows the result of the R-square estimation using SmartPLS.

Table 7. R-Square Value

	R-square	Adjusted R-square
Environmental Awareness (Z)	0,986	0,985
Purchasing Decision (Y)	0,908	0,908

Source: data processed by researchers

The R^2 value of Environmental Awareness is 0.986, indicating that 98.6% of its variance is explained by Green Advertising, Green Product Value, and Price Perception. The R^2 value of Purchasing Decision is 0.908, meaning that 90.8% of its variance is explained by Environmental Awareness.

Although these values indicate very strong explanatory power, such high R^2 values are uncommon in behavioral research. This may reflect sample homogeneity, strong conceptual alignment among constructs, or shared method variance due to self-reported measures. Therefore, while the model demonstrates high predictive capability, the magnitude of explanatory power should be interpreted with caution.

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Hypothesis Test Results
Direct Effect (Partial)
The results of hypothesis testing for direct effects are presented in Table 8.

Table 8. Hypothesis Test Results of Direct Effect (Partial)

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistic (|O/STDEV|)	P values	Alpha	Conclusion
Environmental Awareness (Z) -> Purchasing Decision (Y)	0,953	0,953	0,009	106,667	0,000	0.05	Influential Significant Positive
Environmentally Friendly Advertisement (X1) -> Environmental Awareness (Z)	0,444	0,441	0,078	5,690	0,000	0.05	Significant Positive Influence
Green Product Value (X2) -> Environmental Awareness (Z)	0,244	0,242	0,046	5,325	0,000	0.05	Significant Positive Influence
Price Perception (X3) -> Environmental Awareness (Z)	0,321	0,326	0,075	4,295	0,000	0.05	Significant Positive Effect

Source: data processed by researchers

All direct relationships are statistically significant ($p < 0.05$). Environmental Awareness significantly influences Purchasing Decision ($\beta = 0.953$; $p < 0.001$). Green Advertising ($\beta = 0.444$), Green Product Value ($\beta = 0.244$), and Price Perception ($\beta = 0.321$) significantly influence Environmental Awareness.

The path coefficient between Environmental Awareness and Purchasing Decision is particularly strong. While theoretically consistent with the Theory of Planned Behavior, the magnitude exceeds typical findings in green consumer research. This suggests that the awareness–behavior relationship in this sample may be amplified by respondents' prior green purchasing experience.

Mediation Effect
The mediation results are presented in Table 9.

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Table 9. Hypothesis Test Results of Mediation Effect

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
Environmentally Friendly Advertisement (X1) -> Environmental Awareness (Z) -> Purchasing Decision (Y)	0,424	0,420	0,074	5,752	0,000	Mediating
Green Product Value (X2) -> Environmental Awareness (Z) -> Purchasing Decision (Y)	0,232	0,231	0,043	5,341	0,000	Mediating
Price Perception (X3) -> Environmental Awareness (Z) -> Purchasing Decision (Y)	0,306	0,311	0,072	4,238	0,000	Mediating

Source: data processed by researchers

All indirect effects are significant ($p < 0.05$), indicating that Environmental Awareness mediates the relationships between Green Advertising, Green Product Value, Price Perception, and Purchasing Decision.

Given the very strong direct path from Environmental Awareness to Purchasing Decision, the mediation effect may reflect the dominant explanatory role of Environmental Awareness within the model. This suggests that awareness functions as a central psychological mechanism linking green marketing stimuli and behavioral outcomes.

Effect Size (f square)

The effect size results are presented in Table 10.

Table 10. Effect Size (f square)

	f-square
Environmental Awareness (Z) -> Purchasing Decision (Y)	9,910
Environmentally Friendly Advertisement (X1) -> Environmental Awareness (Z)	0,698
Green Product Value (X2) -> Environmental Awareness (Z)	0,449
Price Perception (X3) -> Environmental Awareness (Z)	0,418

Source: data processed by researchers

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The effect sizes of Green Advertising (0.698), Green Product Value (0.449), and Price Perception (0.418) on Environmental Awareness are categorized as large effects. However, the f^2 value of 9.910 for Environmental Awareness on Purchasing Decision is substantially above conventional benchmarks in PLS-SEM research.

Such an unusually high effect size may indicate concentration of explanatory power in a single path. This may be influenced by conceptual proximity between Environmental Awareness and Purchasing Decision or by the homogeneous nature of respondents who already engage in green purchasing behavior. Therefore, although statistically strong, this effect should be interpreted prudently.

Discussion

Environmental Awareness on Purchasing Decision

The results indicate that Environmental Awareness significantly influences Purchasing Decision, suggesting that consumers who possess stronger environmental concern are more likely to translate such concern into actual purchasing behavior. The path coefficient ($\beta = 0.953$) demonstrates a very strong association, supporting the TPB perspective that cognitive and affective evaluations of environmental issues can shape behavioral outcomes. This finding aligns with Yadav and Pathak (2017), who found that environmental awareness increases green purchase intention, and Nguyen et al. (2020), who reported that environmental concern is a key predictor of preference for green products.

Nevertheless, the magnitude of this coefficient is notably high compared to typical behavioral research findings, indicating that the relationship may be amplified by contextual and methodological factors. One plausible explanation is the respondent profile: this study sampled consumers who had purchased eco-friendly products in the last year, which may create a more homogeneous group where awareness and purchasing behavior are already closely aligned. This aligns with the "value-action gap" argument raised by Joshi and Rahman (2015), who showed that high awareness does not always translate into purchases, particularly when trust, convenience, and perceived risk intervene. Similarly, Zhang et al. (2019) argued that skepticism toward green claims (greenwashing concerns) can weaken the awareness–behavior link. Therefore, while awareness is confirmed as a strong driver in this study, the relationship should be interpreted cautiously in broader consumer segments where constraints such as product availability, trust, and affordability may reduce behavioral consistency.

Environmentally Friendly Advertisement on Environmental Awareness

The findings demonstrate that environmentally friendly advertisement significantly enhances environmental awareness ($\beta = 0.444$), indicating that sustainability-oriented messages can effectively shape consumer cognition and concern. This supports the Hierarchy of Advertising Effects theory, where advertising influences consumers through cognitive and affective routes before shaping behavioral intentions. Empirically, this result corroborates Alamsyah et al. (2020), who found that green advertising strengthens awareness and purchase intention, and Delmas and Burbano (2021), who highlight that consistent green communication is associated with more environmentally conscious customers.

However, this relationship is conditional on message credibility and perceived authenticity. Chen and Chang (2013) emphasized that greenwashing practices can generate distrust and reduce consumers' receptiveness to environmental messages. Mirbabaie et al. (2022) further noted that irrelevant or overly promotional green messages may trigger resistance rather than awareness formation. Therefore, the practical implication is that green

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advertising should prioritize transparency, evidence-based claims, and clarity of environmental benefits to avoid skepticism and sustain its impact on awareness.

Green Product Value on Environmental Awareness

Green Product Value significantly influences environmental awareness (β = 0.244), implying that when consumers perceive eco-friendly products as beneficial—ecologically, functionally, or socially—they become more concerned about sustainability and more attentive to environmental consequences. This finding is consistent with Chen and Chang (2012), who argued that perceived green value supports positive consumer responses and pro-environmental orientations, and Teah et al. (2020), who found that perceived ecological benefits are linked to stronger environmental consciousness.

Nonetheless, the effect size is relatively smaller than advertising and price perception, suggesting that perceived value may require reinforcement through communication and product experience. Prior studies indicate that consumers may struggle to recognize green value when product information is unclear or when green attributes are not differentiated from conventional alternatives (Gleim et al., 2013; Nguyen et al., 2022). Thus, the impact of GPV on awareness may be strengthened when firms provide accessible product education, credible eco-labels, and tangible benefit communication that clarifies what makes the product genuinely "green."

Price Perception on Environmental Awareness

Price perception significantly affects environmental awareness (β = 0.321), suggesting that when consumers perceive green products as fairly priced relative to their benefits, they are more willing to evaluate purchases from an environmental perspective. This supports Equity Theory, where perceived fairness strengthens willingness to accept cost sacrifices. The result aligns with Lin and Huang (2012) and Suki (2016), who found that price fairness increases acceptance and encourages pro-environmental purchase tendencies.

However, the literature also highlights that price may act as a barrier even among environmentally aware consumers. Vermeir and Verbeke (2006) showed that premium prices often hinder green purchases despite awareness, and Wang et al. (2021) suggested that ecological considerations weaken when price differences are too large. Hence, firms should manage price perceptions not only through discounting but also through value justification strategies—such as communicating durability, health benefits, long-term cost efficiency, and verified environmental impact—so that price is interpreted as "worth it," not merely "expensive."

Mediation Effects: Environmental Awareness as a Psychological Mechanism

The mediation results confirm that environmental awareness significantly mediates the relationships between green advertising, green product value, and price perception on purchasing decisions. These findings strengthen the argument that marketing stimuli do not directly shape consumer behavior in isolation; instead, they first influence consumers' cognitive and affective awareness, which then drives purchasing decisions. This provides a clearer causal explanation than positioning environmental awareness as a moderator and helps resolve conceptual inconsistencies found in previous studies.

At the same time, the strength of the indirect effects should be interpreted alongside the unusually strong awareness → purchase decision path. Methodologically, very high coefficients and high explanatory power may indicate that the constructs are conceptually close or measured in ways that capture overlapping evaluations. For example, awareness items that

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include behavioral inclination may be conceptually adjacent to decision items, increasing shared variance. In addition, since this study relies on self-reported single-source data, there is potential inflation of relationships, even when preventive steps and statistical controls are applied. Therefore, future studies may benefit from refining item wording to strengthen construct distinctiveness, using multi-source or time-lagged designs, and adding complementary constructs such as green trust or perceived behavioral control to reduce model concentration on a single dominant path.

Reflection on "Too Perfect" Results and Implications for Interpretation

While the model shows strong statistical significance across paths, the very high R^2 values and unusually large effect size suggest that the sample and measurement context may have contributed to an "overfit-like" pattern. One plausible explanation is that the sample contains consumers who are already green buyers, resulting in stronger consistency between awareness and behavior than would be expected in general populations. Consequently, the findings are valuable in describing green consumer segments in West Java but should be generalized carefully to wider audiences that include low-awareness or non-green consumers. Thus, the main contribution of the study lies not only in confirming significance but also in clarifying that environmental awareness functions as a key psychological mechanism—especially within consumer groups already exposed to green product purchasing experiences.

CONCLUSIONS

This study examined the influence of green advertising, green perceived value, and price perception on purchasing decisions, with environmental awareness positioned as a mediating variable. The findings indicate that green advertising, green perceived value, and price perception each positively and significantly influence environmental awareness. Furthermore, environmental awareness significantly affects purchasing decisions for eco-friendly products. The mediation analysis confirms that environmental awareness functions as a psychological mechanism linking green marketing stimuli to consumer purchasing behavior.

These results suggest that sustainable purchasing behavior is not formed solely by promotional or economic factors, but through the internalization of environmental concern triggered by marketing communication, perceived product value, and perceived price fairness. Within the framework of the Theory of Planned Behavior, environmental awareness plays a central cognitive and affective role in translating external stimuli into behavioral outcomes.

However, the exceptionally high explanatory power and strong path coefficients observed in this study require careful interpretation. The strong alignment between awareness and purchasing decision may reflect the characteristics of the sample, which consisted of consumers who had already purchased eco-friendly products. Thus, the findings may more accurately represent environmentally engaged consumer segments rather than the general population. Future studies are encouraged to test the model in more heterogeneous samples to evaluate the stability of these relationships.

From a theoretical perspective, this study contributes to green marketing and consumer behavior literature by clarifying the role of environmental awareness as a mediating construct within an integrated structural framework. By positioning awareness as an intervening psychological mechanism rather than as a moderator, this research provides conceptual refinement and resolves inconsistencies found in prior studies. The integration of advertising,

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perceived value, and price perception into a unified model also enriches the understanding of how green marketing strategies influence sustainable consumption behavior.

From a practical standpoint, the findings imply that businesses should adopt a holistic green marketing strategy that combines credible environmental communication, clear articulation of product value, and fair pricing. Green advertising should prioritize transparency and educational content to strengthen environmental cognition. Likewise, pricing strategies should be aligned with perceived ecological benefits to avoid weakening consumers' environmental commitment. Companies are encouraged to build long-term trust rather than rely solely on persuasive messaging.

Despite its contributions, this study has several limitations. First, the research was limited to consumers in West Java who had prior experience purchasing eco-friendly products, which may limit generalizability. Second, purposive sampling may introduce selection bias. Third, the use of self-reported cross-sectional data may increase the possibility of shared method variance, even though statistical controls were applied. Additionally, the model focuses primarily on psychological and perceptual variables without incorporating broader contextual factors such as social influence, environmental literacy, regulatory frameworks, or digital engagement.

Future research should expand geographical scope and include more diverse consumer segments, including individuals with lower environmental involvement. Longitudinal or mixed-method approaches may provide deeper insights into the dynamic relationship between awareness and purchasing behavior. Incorporating additional constructs such as green trust, perceived behavioral control, perceived risk, or social norms may also help refine model specification and distribute explanatory power more proportionally.

Overall, this study highlights the importance of environmental awareness as a central mechanism in shaping sustainable purchasing behavior, while emphasizing the need for cautious interpretation of highly concentrated statistical results and encouraging further refinement in future research.

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