

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Green Purchase Behavior

Green purchasing behavior is a concept that has received a lot of attention in recent years as environmental concerns have increased. It is described as the act of consuming products that contribute to the environment and display concern for environmental issues (Rahmi et al., 2017). Essentially, green purchase behavior involves the actual purchasing and consumption of products that have a reduced impact on the environment (Sharma, 2021). This behavior encompasses buying and using products in a responsible, principled, sustainable, and environmentally friendly manner (Do Paco et al., 2019). Amoako et al. (2020) further elaborate that this behavior includes the consumption of products that are environmentally friendly, biodegradable, or considerate of environmental issues.

The drivers behind green purchase behavior are crucial to understand in order to promote green purchase behavior. Naz et al. (2020) discovered that those who are more environmentally concerned and inclined to recycle products are more likely to engage in green purchasing behavior. Alamsyah et al. (2020) note that in the context of environmentally friendly products, green purchase behavior is closely related to green purchase intention. While intention indicates a willingness to perform, behavior is the actual transfer from intention to action (Sharma, 2021). In the study by Naz et al. (2020), intentions have significant influence on the purchasing behavior of young university students, and developing a positive attitude enhances the intention to behave in an eco-friendly manner, resulting in greater green purchasing behavior.

Despite growing awareness, there often exists a gap between consumers' intentions and their actual green purchase behavior. Defra (2006) reported that while 30% of consumers from the United Kingdom expressed concern for the environment, this rarely translated into actual purchases (Sharma, 2021). Similarly, Hughner et al. (2007) found that out of 67% of consumers who reported environmental concern, only 4%

actually purchased green products (Sharma, 2021). This discrepancy highlights the complex nature of green purchase behavior and the need for further research to understand and bridge this gap. Despite that, another research suggests that an environmentally friendly brand image can positively shape consumer attitudes and increase their likelihood of making green purchases. Darlius & Keni (2021) suggests that an environmentally friendly brand image can positively influence consumers' attitudes, leading them to prefer and buy such products. Other than green brand image, according to Rahmi et al. (2017), green advertising with the objective of enhancing consumer knowledge, can subsequently impact on consumer intention and leading to green purchase behavior. Green awareness directly impacts consumer intent to purchase eco-friendly products, shaping perceptions and driving sustainable consumption (Alamsyah, Aryanto, et al., 2020). Ecological knowledge serves as a strong predictor of green purchase behavior, with more knowledgeable consumers likely to engage in environmentally friendly purchases (Naz et al., 2020). This highlights the importance of each variable in promoting green purchase behavior.

2.1.2 Green Purchase Intention

Green purchase intention is a crucial concept in understanding consumer behavior towards environmentally friendly products (Rahmi et al., 2017). It is defined as a person's readiness to carry out or accomplish a particular kind of behavior related to purchasing green products (Naz et al., 2020). This intention represents the motivation behind a consumer's purchases and is a fundamental aspect of consumer behavior, influenced by the results of previous evaluations conducted by the consumer (Alamsyah, Aryanto, et al., 2020).

Rahmi et al. (2017) define green purchase intention as the intention to purchase a product or service with the aim of causing less harm to the natural environment by choosing products or services with minimal environmental impact. Sharma et al. (2022) further elaborates that green purchase intention represents an inner wish, an aspiration, and a motivation to buy products and services that are less detrimental to the environment. The objective of green purchase intention is described as the tendency, desire, and

likelihood of a customer to choose products with green characteristics over conventional goods (Hameed et al., 2023).

While intention represents an eagerness to perform, behavior is the actual advancement from intention to action (Sharma, 2021). However, it has been observed that willingness differs across consumers, creating a gap between intention and actual behavior (Sharma, 2021). Despite this gap, green purchase intention is often used to link consumer behavior towards environmentally friendly products because it is considered a good predictor of purchasing behavior (Alamsyah, Othman, et al., 2020).

Several factors influence green purchase intentions. Brand image, environmental knowledge, and previous purchase awareness are indicated as leading predictors of consumers' desire to make future purchases (Sharma, 2021). Aside from that, a study by Naz et al. (2020) also discovered that external influences such as government activities can play an important role. For example, it has been observed among Malaysian consumers that government attempts to increase the adoption of green products had a considerable impact on Malaysian consumers' green purchase intentions to buy environmentally friendly items (Naz et al., 2020).

Marketing strategies play an important influence in creating green purchase intentions. A study conducted in Shanghai demonstrated that green advertising had a considerable impact on consumer purchase intention for ecologically friendly products (Darlius & Keni, 2021). Furthermore, positive responses to green advertising enhance consumer purchase intentions for the advertised products (Darlius & Keni, 2021). These findings underscore the importance of effective communication and marketing in promoting green purchase behavior.

2.1.3 Green Advertisement

Green advertising meets the need of consumers for information about product attributes and helps them make better purchase decisions (Luo et al., 2020). Advertising across various media platforms plays a pivotal role in spreading information and raising awareness about environmental issues among the general public, thereby stimulating demand for eco-friendly products in the market. This form of advertising, commonly

known as green advertising, involves promoting products manufactured in an environmentally conscious manner (Krstić et al., 2021). According to Rahmi et al. (2017), some companies use green advertising with the objective of enhancing consumer knowledge. The underlying assumption is that by improving consumer knowledge, there will be a subsequent impact on consumer intention and decision-making processes. Anggraeni & Islamy (2022) stated that green advertising serves as a means to promote consumer intentions towards sustainable consumption while simultaneously contributing to environmental preservation.

Green advertising, either expressly or implicitly, promotes a green lifestyle and portrays business environmental responsibility. When customers are skeptical about green advertising, they are more likely connect it to revenue-generating or corporate image-improving goals. This skepticism regarding a company's goals for green advertising frequently results in negative feedback on products and lower purchase intentions (Luo et al., 2020). Some businesses use green advertising to raise public awareness of their products and build consumer trust, with the expectation that increased consumer understanding will influence purchasing decisions.

Green advertising is defined as any advertisement that meets one or more of the following criteria: it expresses a positive relationship between a product and the environment; it presents a corporate image of environmental responsibility; or it promotes a green lifestyle, with or without reference to the company's specific product or service (Darlius & Keni, 2021). Green advertising could be considered an effective marketing technique, but only if brand marketers have meaningful information to share about their businesses' environmental benefits when compared to others (Darlius & Keni, 2021). According to Krstić et al. (2021), green advertising aims to promote environmental friendliness at both corporate and product objectives, affecting customer purchasing decisions. To raise customer awareness, green advertising visuals and speech must not only grab consumer attention but also deliver the main message of the environmentally friendly product (Darlius & Keni, 2021). Clear and easy-to-understand environmentally friendly commercials that demonstrate the company's genuine concern for the environment that are used to inform customers about the company's dedication to

environmental care are the ideal depiction of a great green advertising. This makes customers feel more secure and assured when using the company's products. In general, green advertising is well-received by people who are concerned about the environment (Darlius & Keni, 2021). Companies who wish to advertise environmentally friendly products should evaluate the compatibility of the image of the country where the product is created and the target consumers to guarantee the advertisements effectively reach and attract the desired audience (Darlius & Keni, 2021).

2.1.4 Green Brand Image

A company that has a green brand image is one step ahead in the effort to gain a competitive advantage. Green brand image implies trust from consumers and creates a positive image for the company of environmentally friendly products (Alamsyah, Aryanto, et al., 2020). Darlius & Keni (2021) define green brand image as the collective perceptions consumers hold about a brand's environmental commitments and concerns. It represents the impression that a brand is dedicated to environmental care, resonating with consumers when they encounter the brand (Qomariah & Prabawani, 2020). Companies can use green marketing to create differentiation advantages for their green products. Having a green brand image gives a company a significant advantage in its quest for competitiveness according to Alamsyah, Othman, et al. (2020).

Brand image plays a crucial role in the complex marketing context where it is challenging to differentiate products or services for consumers. Green brand image refers to the set of perceptions of a brand in a customer's mind related to environmental features and concerns (Rahmi et al., 2017). When a company promises environmentally friendly products, existing consumer perceptions of quality can enhance a greener brand image (Majeed et al., 2022). In other words, consumers perceive of green brand image not only through a company's social activities but also through the products it offers (Alamsyah, Othman, et al., 2020).

A green brand image is closely linked to consumers' green awareness (Alamsyah, Othman, et al., 2020). This awareness encourages consumers to prefer brands with an environmentally friendly image (Darlius & Keni, 2021). Consumers' favorable

impressions of an environmentally friendly business brand image will undoubtedly improve their willingness to purchase products that are safe for themselves and the environment (Darlius & Keni, 2021). Another survey of consumers in Jakarta and the surrounding Jabodetabek area who had never purchased goods from The Body Shop yielded similar results. According to the study, a green brand image developed in consumers' brains can affect their willingness to purchase ecologically friendly products (Darlius & Keni, 2021).

2.1.5 Green Awareness

Green awareness refers to the understanding consumers have that purchasing eco-friendly products contributes positively to the environment (Rahmi et al., 2017). It represents a significant shift in consumer perspectives, moving beyond simply reducing conventional product consumption to actively endorsing, selecting, and favoring environmentally friendly products (Alamsyah, Othman, et al., 2020). This awareness manifests when consumers exhibit environmentally conscious behavior, which can be influenced by various factors, particularly environmental knowledge (Hameed et al., 2023). At its core, green awareness encompasses consumers' understanding of how products impact the environment (Alamsyah, Aryanto, et al., 2020).

The importance of green awareness in shaping consumer behavior cannot be overstated. Alamsyah, Aryanto, et al. (2020) assert that consumer intent to purchase is directly influenced by their awareness of eco-friendly products. This relationship has prompted companies to adjust their marketing strategies to better understand and capitalize on the influence of green awareness on consumer behavior. Ultimately, this awareness shapes consumers' perceptions of green products, driving the consumption of environmentally sustainable products (Alamsyah, Aryanto, et al., 2020).

Green awareness can be measured through various indicators, including consumers' knowledge and attitudes towards the environment, as well as their recognition of environmental efforts, labels, slogans, symbols, and brands (Alamsyah, Othman, et al., 2020). Green knowledge encompasses facts, concepts, and relationships between the

natural environment and its ecosystem, as well as information regarding ecological effects on society and consumers' green purchase behavior (Sharma, 2021).

The relationship between green knowledge and green awareness is symbiotic. Environmental knowledge supports and enhances consumers' green awareness of environment-friendly products. Another study observed that green awareness lead by environmental knowledge serves as an antecedent to purchasing intention (Sharma, 2021). This underscores the importance of environmental education and information dissemination in fostering green awareness and, subsequently, promoting green purchase behavior.

2.1.6 Ecological Knowledge

Environmental knowledge is an individual's general understanding of facts, concepts, and relationships relating to environmental protection and its major ecosystems (Wang et al., 2020). Ecological knowledge, as quoted in Rahmi et al. (2017), encompasses an individual's capacity to recognize and comprehend symbols and concepts related to ecological environmental issues, significantly impacting one's behavioral choices in life. Environmental knowledge includes everything an individual knows about the environment, as well as essential relationships and influences, and the identification of environmental system capabilities (Wang et al., 2020). Environmental knowledge is critical for explaining pro-environmental attitudes, intentions, and action (Wang et al., 2020). In other words, a person must be educated in order to understand the environmental impact of a product (Wang et al., 2020).

The idea of environmental knowledge was designed to test or study respondents' capability of comprehending or explaining a wide range of environmentally connected indicators, behaviors, and concepts (Naz et al., 2020). Green awareness is linked to green knowledge and the performance of green products in terms of the environment. Environmental knowledge has contributed to consumers' green awareness for environmentally sustainable products. Paul and Rana (2012) also discovered that environmental knowledge leads to green awareness and is an antecedent to purchasing intention (as cited by Sharma, 2021). When individuals assess a product based on its

environmental attributes and advantages, it reflects their ecological knowledge. Ecological knowledge applies customer knowledge of the environmental effects of product use, which reveals how the product is produced in an eco-friendly manner (Rusyani et al., 2021).

Another study conducted by Aman et al. (2012) in Malaysia studying the same correlations revealed that knowledge about the environment does not predict attitude, but significantly and positively increases green buying intention (as cited by Wang et al., 2020). The term 'knowledge' in consumer behavior refers to an element that influences purchasing decisions at all levels (Naz et al., 2020). Specifically, knowledge is a critical construct that determines the customer's collection and structuring of data, the level of information used in making decisions, and the way in which the consumer evaluates the services and products they plan to purchase (Naz et al., 2020). Rusyani et al. (2021) stated that ecological knowledge had a significant and direct impact on customers' purchasing intentions as shown in findings. However, some researchers have found that this link is inconsistent, and that a high degree of ecological knowledge does not result in a high level of green purchasing behavior (Naz et al., 2020). Several studies confirmed that ecological knowledge is frequently assumed to be a strong predictor or motivator of green purchase behavior, and it is reported that consumers who have more knowledge of environmental problems and the advantages of green products are likely to have more green purchase behavior (Naz et al., 2020).

2.2 Previous Study

Table 2. 1 Previous Study

Title and Authors	Variables	Analysis Tool	Conclusion
<p>Green brand image, green awareness, green advertisement, and ecological knowledge in improving green purchase intention and green purchase behavior on creative industry products.</p> <p>(Rahmi et al., 2017)</p>	<p>Green Brand Image Green Awareness Green Advertising Ecological Knowledge Green Purchase Intention Green Purchase Behaviors</p>	<p>SmartPLS version 2.0 software.</p>	<p>The study highlights key strategies for increasing consumer interest in environmentally friendly products from creative industries. Although green awareness alone does not directly increase purchase intentions, it is a vital initial step, requiring companies to focus on sustainable promotion to build consumer awareness. Green brand image also does not significantly affect purchase intentions, likely due to its underdevelopment in small businesses; however, a strong brand image, built over time, can enhance consumer interest. The study finds that green advertising has not effectively influenced consumer buying interest, possibly due to limited media presence. Nonetheless, effective promotion remains essential. Additionally, ecological knowledge is crucial for increasing consumer interest, as understanding environmental impacts can shift consumption patterns and foster habits aligned with sustainability.</p>
<p>The awareness of environmentally friendly products: The impact of green advertising and green brand image</p>	<p>Green Advertising Green Brand Image Green Awareness Green Purchase Intention</p>	<p>SmartPLS</p>	<p>The study examined how green advertising, green brand image, and green awareness affect green purchase intention. It found that both green advertising and green brand image are positively related to green awareness and</p>

(Alamsyah, Othman, et al., 2020)			purchase intention. In Indonesia, where eco-friendly products are still emerging, consumer interest remains low. However, increasing global green awareness is driving companies to include environmental issues in their marketing. The research highlights that green advertising is more effective than green brand image in influencing consumer behavior, underscoring the need for strong green marketing strategies to boost consumer purchase intention.
The antecedent model of green awareness customer (Alamsyah, Aryanto, et al., 2020)	Environment Knowledge Eco-Label Perceived Quality Green Awareness	SPSS	The research investigated how environmental knowledge, eco-labels, and perceived quality impact customer green awareness toward eco-friendly products. It found that eco-labels have the greatest influence on green awareness, more so than environmental knowledge and perceived quality. This underscores the significance of eco-labels in raising customer awareness. However, the study also suggests that these factors alone do not fully explain green awareness, indicating the need to explore other factors such as green trust and green attitude. The research offers valuable insights for companies and governments on green consumer behavior and suggests that future studies could further advance environmentally friendly products for global benefit.
The Effect of Green Brand Image, Green Advertising, and Celebrity Endorsement	Green Brand Image Celebrity Endorsement	SmartPLS version 3.2.8	The study concludes that green brand image, green advertising, and celebrity endorsement all significantly boost purchase

<p>on Purchase Intention of Green Products (Darlius & Keni, 2021b)</p>	<p>Green Advertising Purchase Intention</p>		<p>intention, with green brand image being the strongest predictor. To enhance its green brand image, a company should focus on maintaining an environmentally responsible reputation, such as by innovating packaging made from food waste. This approach not only sets the company apart but also positively influences consumer perception and increases purchase intention. Additionally, organizing community activities and recycling campaigns can further strengthen the brand's environmental image and support small enterprises. Using well-known celebrities for endorsements, especially those who exclusively promote the brand, can also build consumer trust and encourage purchases.</p>
<p>Consumers' purchase behavior and green marketing: A synthesis, review and agenda (Sharma, 2021)</p>	<p>Factors affecting green consumer behavior Green Consciousness Green Knowledge Green Awareness Situational Factors</p> <p>Green Purchase: Green Purchase Attitude Green Purchase Intention Green Trust</p> <p>Green marketing functions:</p>	<p>Thematic analysis</p>	<p>The study reveals that global consumer behavior towards green marketing and products is influenced by increased awareness and knowledge, although uneven environmental knowledge can negatively affect attitudes and intentions. Past purchase experiences and satisfaction are more significant than factors like peer influence or brand attachment in shaping green purchasing behavior. Organizational image and locus of control also play crucial roles, while transparent and factual information can effectively attract and retain green consumers. Price remains a barrier for green products, especially lower-quality ones,</p>

	<p>Product innovation and segmentation</p> <p>Green promotion</p> <p>Green branding</p> <p>Green supply chain management</p> <p>Green pricing</p>		<p>but improved consumer engagement can help mitigate this issue. Despite gaps between attitudes and actual behavior, there is notable global growth in green marketing, particularly in Asia, highlighting the need for further research.</p>
<p>Antecedents of green purchase behavior: an examination of altruism and environmental knowledge</p> <p>(Wang et al., 2020)</p>	<p>Biospheric Value</p> <p>Altruistic Value</p> <p>Collectivistic Value</p> <p>Subjective Knowledge</p> <p>Objective Knowledge</p> <p>Green Purchase Attitude</p> <p>Green Purchase Intention</p>	<p>SPSS 19</p> <p>AMOS 24</p>	<p>The study confirms that biospheric, altruistic, and collectivistic values have a significant positive impact on attitudes and intentions towards green hotel selection, showing that a multi-dimensional model of altruism is more predictive than any single value. Additionally, the study validates the role of both subjective and objective environmental knowledge in influencing consumer behavior, with objective knowledge having a stronger effect on attitudes and intentions. For Chinese consumers, while subjective environmental awareness is high, objective knowledge plays a more decisive role in green hotel selection. Given the collectivist culture in China, the study suggests that marketing efforts should focus on promoting the harmony between humans and nature, leveraging altruistic values to enhance consumer engagement with green hotels.</p>
<p>Green Purchase Behavior of University Students in Hungary: An Empirical Study</p>	<p>Environmental Concern</p> <p>Environmental Knowledge</p> <p>Attitude Towards Green Product</p>	<p>SPSS version 25.0</p>	<p>The study examines the green purchasing behavior of young, educated consumers in Hungary, revealing that Environmental Knowledge (EK), Willingness to Pay (WTP), and Green Purchase</p>

<p>(Naz et al., 2020a)</p>	<p>Willingness to Pay Green Purchase Behavior Green Purchase Intention</p>		<p>Intention (GPI) significantly influence their Green Purchase Behavior (GPB). While these consumers demonstrate a strong willingness to adopt environmentally friendly products, price sensitivity often prevents them from acting on their intentions. Around 65% of respondents possess substantial environmental knowledge, which positively impacts their purchasing choices, and 73% are willing to pay more for green alternatives. However, many still opt for lower-priced products, indicating a gap between intentions and actions. The findings suggest that businesses and policymakers should focus on enhancing environmental awareness and consider pricing strategies that accommodate consumer sensitivity to cost, ultimately encouraging sustainable consumption patterns.</p>
<p>Green advertising and its impact on environmentally friendly consumption choices.</p> <p>(Krstić et al., 2021)</p>	<p>Green Advertising</p>	<p>Content Analysis</p>	<p>Green advertising is a crucial concept in modern marketing, highlighting the significance of organizational environmental responsibility and consumer behavior. This paper reviews existing literature on the effectiveness of green advertising, focusing on its impact on consumers' cognitive, emotional, and behavioral responses. The findings reveal substantial evidence that green advertising influences consumer attitudes toward ads, products, and brands. Various factors, including ad characteristics and</p>

			consumer traits, mediate this effectiveness. Despite progress in research, there remain many issues to explore and opportunities for further empirical and practical contributions in this field.
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2.3 Hypothesis Development

Green advertising serves as an effective tool for communicating product attributes and raising awareness about environmental issues as it promotes products manufactured in an environmentally conscious manner, potentially stimulating demand for eco-friendly products (Krstić et al., 2021). Research conducted in Shanghai demonstrated that green advertising has a considerable impact on consumer purchase intentions for environmentally friendly products (Darlius & Keni, 2021). Green advertising is described as any form advertisement that illustrates the beneficial relationship between a product and the environment, portrays the business's view of environmental responsibility, or encourages a green lifestyle (Darlius & Keni, 2021). The arrangement of imagery and words in green advertising must not only attract consumer attention, but also convey the main message of the environmentally friendly product to improve green awareness. Clear and easy-to-understand environmentally friendly advertisements that demonstrate the company's real concern for the environment are used to tell consumers of the company's dedication to environmental care, potentially leading to greater green purchasing intentions (Darlius & Keni, 2021). Therefore, it is hypothesized that higher levels of green advertisement will lead to higher green purchase intentions.

H1: Green advertising positively influences the green purchase intentions.

A green brand image cultivates consumer trust and fosters a good perception of environmentally friendly products (Alamsyah, Aryanto, et al. 2020). Green brand image refers to a customer's impressions of a brand based on its environmental attributes and concerns (Rahmi et al., 2017). Consumers see green brand image not only through a company's social initiatives, but also through the products that it offers (Alamsyah, Othman, et al., 2020). According to Darlius and Keni (2021), a positive response of an environmentally friendly business's brand image drive consumers' desire to buy products that are both safe for them and the environment. Therefore, it is hypothesized that higher levels of green brand image will lead to higher green purchase intentions.

H2: Green brand image positively influences the green purchase intentions.

Green awareness represents consumers' understanding that purchasing eco-friendly products contributes positively to the environment (Rahmi et al., 2017). Alamsyah, Aryanto, et al. (2020) assert that consumer intent to purchase is directly influenced by their awareness of eco-friendly products. At its core, green awareness encompasses consumers' understanding of how products impact the environment (Alamsyah, Aryanto, et al., 2020). It represents a significant shift in consumer perspectives, moving beyond simply reducing conventional product consumption to actively endorsing, selecting, and favoring environmentally friendly products (Alamsyah, Othman, et al., 2020). Green awareness can be measured through various indicators, including consumers' knowledge and attitudes towards the environment, as well as their recognition of environmental efforts, labels, slogans, symbols, and brands. This comprehensive understanding of environmental impacts and eco-friendly options is likely to drive consumers' intentions to purchase green products (Alamsyah, Othman, et al., 2020). Therefore, it is hypothesized that higher levels of green awareness will lead to higher green purchase intentions.

H3: Green awareness positively influences green purchase intentions.

Environmental knowledge is crucial in understanding pro-environmental attitudes, intentions, and behaviors (Wang et al., 2020). Paul and Rana (2012) observed that environmental knowledge leads to green awareness, which in turn precedes purchasing intention (as cited in Sharma, 2021). Ecological knowledge can be defined as an individual's general understanding of facts, concepts, and relationships concerning environmental protection and its key ecosystems (Wang et al., 2020). It includes what people know about the environment, significant relationships and influences, and determining the capabilities of environmental systems. A person must be educated in order to understand the influence of a product on the environment (Wang et al., 2020). When individuals assess a product based on its environmental attributes and advantages, it reflects their ecological knowledge, which in turn can influence their intention to purchase green products. Therefore, it is hypothesized that higher levels of ecological knowledge will lead to higher green purchase intentions.

H4: Ecological knowledge positively influences the green purchase intentions.

Green purchase intention represents the motivation behind a consumer's purchases and is a fundamental aspect of consumer behavior (Alamsyah, Aryanto, et al., 2020). While intention signifies a readiness to perform, behavior is the actual transition of intention into action (Sharma, 2021). Naz et al. (2020) show that intentions have a crucial and significant influence on young university students' purchase decisions, and that encouraging a positive attitude enhances the intention to act in an environmentally friendly manner, resulting in greater green purchasing behavior. Green purchase intention is described as a person's readiness to carry out or achieve a specific form of behavior related to purchasing green products (Naz et al., 2020). It represents the intention to purchase a product or service with the aim of causing less harm to the natural environment by choosing products or services with minimal environmental impact (Rahmi et al., 2017). Despite the observed gap between intention and actual behavior (Sharma, 2021), green purchase intention is often used to link consumer behavior towards environmentally friendly products because it is considered a good predictor of purchasing behavior (Alamsyah, Othman, et al., 2020). Therefore, it is hypothesized that higher levels of green purchase intentions will lead to higher green purchase behavior.

H5: Green purchase intentions positively influence the green purchase behavior.

2.4 Conceptual Framework

The framework depicts five main variables: Green Advertisement, Green Brand Image, Green Awareness, Ecological Knowledge, and Green Purchase Intentions, which leads to Green Purchase Behaviors. The model suggests that Green Advertisement (H1), Green Brand Image (H2), Green Awareness (H3), and Ecological Knowledge (H4) all directly influence Green Purchase Intentions. These four factors are hypothesized to have a positive impact on consumers' intentions to make environmentally friendly purchases. The framework also proposes that Green Purchase Intentions directly affect Green Purchase Behaviors (H5), indicating that stronger intentions to buy green products are likely to result in actual green purchasing actions.

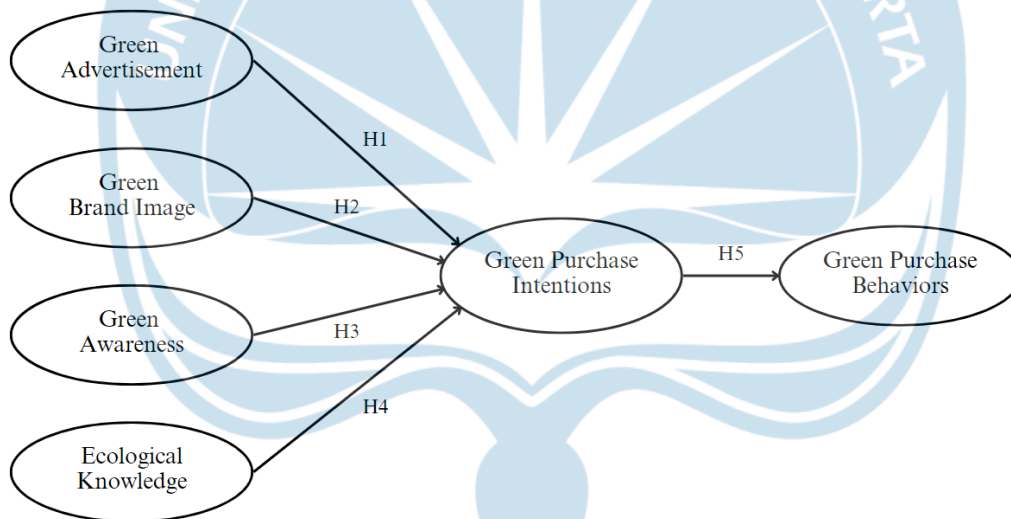


Figure 2. 1 Research Framework

(Adapted from: Rahmi et al., 2017)