

DETERMINANTS OF GREEN PURCHASE BEHAVIOR TOWARD ECO-FRIENDLY DETERGENTS: THE ROLE OF GREEN MARKETING COMMUNICATION

Sufiana Noor¹⁾, Iwan Fahri Cahyadi¹⁾, Selviana Dwi Anggraeni¹⁾
sufiana@uinsuku.ac.id, iwanfahri@uinsuku.ac.id, selviana218@gmail.com

¹⁾ Universitas Islam Negeri Sunan Kudus

ABSTRACT

This study aims to examine the determinants of green purchase behavior toward eco-friendly detergents by investigating the effects of environmental knowledge, green attitude, and green marketing communication. A quantitative approach was employed using survey data collected from 100 consumers in Kudus Regency, who had purchased eco-friendly detergents. The data were analyzed using PLS-SEM.

The findings indicate that environmental knowledge and green attitude significantly influence green marketing communication. Moreover, green marketing communication and green attitude have significant positive effects on green purchase behavior. However, environmental knowledge does not directly influence green purchase behavior. These results suggest that consumers' purchasing decisions are primarily driven by positive environmental attitudes and effective green marketing communication rather than environmental knowledge alone. The study provides practical implications for marketers to strengthen sustainable marketing strategies by developing credible environmental communication and fostering positive consumer attitudes toward environmentally friendly products.

Keywords: *Environmental Knowledge; Green Attitude; Green Marketing Communication; Green Purchase Behavior; Eco-Friendly*

INTRODUCTION

Environmental issues have driven increased consumer attention to green products, but actual purchasing behavior still often lags behind pro-environmental attitudes and intentions (Sharma, 2021). The lack of environmental knowledge, risk perception, price, and weak trust in green claims are the main obstacles that widen the gap between green purchasing attitudes and behavior (Vironika & Maulida, 2025).

In the context of household products, especially consumer chemicals such as detergents and cleaning agents, there is still relatively less research than in the category of food or lifestyle products, even though these

products are used regularly and are directly related to household waste (Paták et al., 2021).

The condition of the eco-detergent market in Indonesia is best described as a growing market with adoption still restrained: there are clear environmental needs, increasing consumer interest, local product innovation, and MSME opportunities, but the market still needs education, credible marketing communication, and a convincing value proposition (Eqzaputri & Laksmidewi, 2026; Hakim et al., 2025; Ismaya et al., 2022).

Potential demand is already there, but the decision to switch to green detergents is still heavily influenced by environmental knowledge, green attitudes, and green marketing

communications (Eqzaputri & Laksmidewi, 2026).

Kudus Regency is a relevant context to test this phenomenon because the level of community welfare reflected in the ADHB GDP per capita of Rp148.38 million/capita/year in 2025 (Darmawan, 2026) shows adequate purchasing power to encourage more selective consumption choices, including in environmentally friendly detergent products. However, purchasing power alone does not automatically produce green purchase behavior, because green purchasing decisions are also influenced by environmental knowledge, green attitudes, and the effectiveness of green marketing communication (Ahmed et al., 2022).

The Theory of Planned Behavior (TPB) is widely recognized as a robust framework for explaining green purchase intention through attitude, subjective norms, and perceived behavioral control (Kamalanon et al., 2022; Laheri et al., 2024). This is also a conceptual issue, standard TPB does not adequately capture contextual or product-specific factors that shape environmentally friendly consumption (Laheri et al., 2024; Zhang et al., 2019).

Within the extended TPB framework, environmental knowledge can be positioned as an antecedent that strengthens consumers' green attitude, while green attitude remains a core TPB predictor of purchase intention and green purchase behavior (Laheri et al., 2024; Lavuri, 2021).

In this model, environmental knowledge is important because it helps consumers understand environmental issues and product-related

ecological benefits, thereby fostering a more positive green attitude (Laheri et al., 2024).

In addition, green marketing communication serves as an external factor that enhances the credibility and clarity of environmental claims, reinforces consumers' trust, and encourages the conversion of positive attitudes into actual purchase behavior (Sousa et al., 2022). Consequently, integrating environmental knowledge and green marketing communication into the TPB framework provides a more comprehensive explanation of green purchase behavior toward eco-friendly detergents than the original TPB model.

Thus, the proposed TPB logic is that environmental knowledge shapes green attitude, green attitude increases green purchase intention, green marketing communication reinforces the knowledge and attitude formation process, and these factors together improve green purchase behavior more effectively than the original TPB alone, especially in utilitarian product categories such as eco-detergents (Cui et al., 2024; Lavuri, 2021; Sousa et al., 2022).

Based on this theoretical consideration, this study extends the TPB by incorporating environmental knowledge and green marketing communication to better explain green purchase behavior toward eco-friendly refill detergents. This extension is expected to provide a more comprehensive explanation of consumers' purchasing decisions in the context of environmentally friendly household products.

THEORETICAL REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains that behavior is directly influenced by the intention to behave, while the intention is formed mainly by attitudes towards behavior, subjective norms, and perceived behavioral control (Kamalanon et al., 2022). In the context of green purchasing, the TPB is widely used to explain why consumers have a positive attitude towards eco-friendly products but have not always realized it in actual purchases, known as the green attitude–behavior gap (Correia et al., 2023; Sharma, 2021).

Therefore, many studies have expanded the TPBs to include environmental and marketing factors, including environmental knowledge and green communication elements, so that the model is better able to explain green purchasing behavior in real terms (Ahmed et al., 2022). This expansion is relevant for eco-friendly detergent products, as purchasing decisions are not only determined by attitudes, but also by consumers' ability to understand environmental issues and respond to the company's green marketing message (Sharma, 2021).

Environmental Knowledge

Environmental knowledge describes consumers' understanding of environmental issues, product impacts, and sustainable consumption responsibilities (Tan et al., 2022). This knowledge makes consumers more able to receive, interpret, and evaluate green information, thereby increasing acceptance of green marketing communication (Ali, 2021; Kamalanon et al., 2022). Environmental knowledge in this study was measured through

five indicators, namely respondents' knowledge of environmental problems (Cui et al., 2024), knowledge of the causes of environmental damage or pollution (Simanjuntak et al., 2023), knowledge of actions that can be taken to protect the environment (Lin et al., 2025), knowledge of the most effective actions in reducing environmental impacts (Maleknia & Zamani, 2025) and knowledge of green product programs, campaigns, or attributes (Rusyani et al., 2021b; Simanjuntak et al., 2023).

Green Attitude

Green attitude is a psychological evaluation that shows the degree of support or concern of individuals for environmental issues (Correia et al., 2023). Consumers with stronger green attitudes tend to pay more attention to and respond to the company's green marketing messages (Ahmed et al., 2022; Alwi & Pratomo, 2025). In green attitude, there are several indicators that are used as a benchmark in research; a sense of pleasure in environmentally friendly products, a positive thinking about products, trust in products (Gazi et al., 2024), adopting an environmentally friendly lifestyle, and a social responsibility attitude (Correia et al., 2023).

Green Marketing Communication

Green marketing communication is part of a marketing strategy that conveys the company's attributes, values, and environmental commitments to consumers (Correia et al., 2023). Empirical evidence suggests that consumer attention to green marketing communication is strongly correlated with green purchase behavior, and companies that reinforce green communication tend to be more able to

drive eco-friendly purchasing decisions. Additional support came from a green marketing study that found that green marketing approaches in general increased the tendency to buy green products (Majeed et al., 2022). Green marketing communication in this study can be measured using seven indicators: clarity of environmental messages, credibility of green claims, information on green product attributes, use of multiple communication tools, use of diverse communication channels, educational value of communication, and consistency of messages across channels (Correia et al., 2023; Mansour et al., 2024).

Green Purchase Behavior

Green purchase behavior refers to consumer behavior in buying products that are safer for the environment and is increasingly understood as a multidimensional phenomenon, not just a one-time purchase decision (Dangelico et al., 2021; Kamalanon et al., 2022).

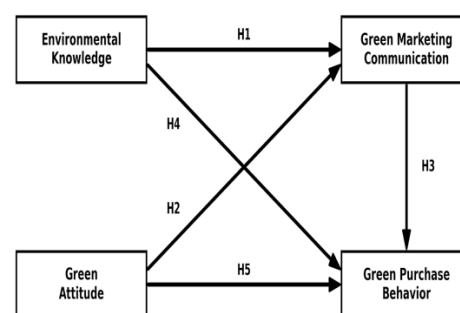
Green purchase behavior can be measured through seven main indicators, namely the frequency of buying environmentally friendly products, willingness to pay premium prices, satisfaction after buying green products, preference for green products over conventional products, attention to labels or environmental information, purchasing decisions based on the environmental benefits of the product, and consistency in choosing recyclable, low-pollution products, or safe for the ecosystem (Dangelico et al., 2021; García-Salirrosas & Rondon-Eusebio, 2022).

Conceptual Framework

This research refers to the Theory of Planned Behavior (TPB) which explains that consumer

behavior is influenced by psychological factors and the information received (Cui et al., 2024). In this study, Environmental Knowledge and Green Attitude are estimated to influence Green Purchase Behavior, both directly and through Green Marketing Communication (Cui et al., 2024; Kamalanon et al., 2022). Consumers who have good environmental knowledge will find it easier to understand and accept green marketing messages. Similarly, consumers with a positive attitude towards the environment tend to respond better to marketing communications that emphasize the sustainability aspect. Furthermore, effective green marketing communication is expected to be able to encourage consumers to purchase environmentally friendly products. Therefore, this study examines the direct influence of Environmental Knowledge and Green Attitude on Green Purchase Behavior, as well as the indirect influence through Green Marketing Communication.

Figure 1. Conceptual Framework



Research Hypothesis

H₁: Environmental knowledge has a positive effect on green marketing communication.

H₂: Green attitude has a positive effect on green marketing communication.

H₃: Green marketing communication has a positive effect on green purchase behavior.

H₄: Environmental knowledge has a positive effect on green purchase behavior.

H₅: Green attitude has a positive effect on green purchase behavior.

RESEARCH METHOD

This study uses a quantitative approach with a survey design to analyze the influence of environmental knowledge and green attitude on green purchase behavior through green marketing communication on eco-friendly detergent consumers in Kudus Regency. The research population is consumers of environmentally friendly detergents in Kudus Regency, with a sample of 100 respondents selected using purposive sampling techniques. The respondents must have bought or used eco friendly detergents.

Primary data were collected through the deployment of a structured questionnaire using a five-point Likert scale, which included

measurement items for each of the research variables as well as the demographic characteristics of respondents. Data were collected between April and June 2026 through a structured questionnaire distributed online using Google Forms. The questionnaire link was shared through social media platforms, including WhatsApp and Instagram, to reach potential respondents in Kudus Regency.

The data was then analyzed using Structural Equation Modeling (SEM), especially PLS-SEM, through testing measurement models and structural models to assess the validity, reliability, and direct and indirect relationships between variables in the research model.

RESULTS AND DISCUSSION

Respondent Characteristics

The table 1 shows the respondent characteristic of 100 participants.

Table 1. Respondent Characteristic

Characteristic	Category	Freq
Gender	Male	30
	Female	70
Age	20-30yrs	36
	31-40yrs	34
	41-50yrs	25
	>50 yrs	5
Monthly Income (Rp)	<2.000.000	26
	2.000.000-3.999.999	34
	4.000.000-5.999.999	20
	>6.000.0000	20

Source: The processed primary data, 2026

Measurement Model Assesment

The measurement model assessment was conducted to evaluate the reliability and validity of the research constructs before testing the structural model. Convergent validity was assessed using indicator loadings and the Average Variance Extracted (AVE), while internal consistency reliability was evaluated through Cronbach's Alpha and Composite Reliability (CR). According to the recommended

thresholds, indicator loadings should exceed 0.70, Cronbach's Alpha and Composite Reliability should be greater than 0.70, and AVE should be above 0.50. The results summarized in Table 2 indicate that all constructs satisfy these criteria, confirming that the measurement model demonstrates adequate convergent validity and reliability.

Table 2. Measurement Model Assessment

Construct	Indicator Loading	Cronbach's Alpha	Composite Realibility	Average Variance Extracted (AVE)
Environmental knowledge	0.772–0.800	0,841	0,842	0,611
Green Attitude	0.710–0.811	0,865	0,869	0,553
Green Marketing Communication	0.702–0.834	0,901	0,904	0,592
Green Purchase Behavior	0.731–0.807	0,882	0,885	0,586

Source: Smart PLS Output, 2026

Discriminant Validity

Discriminant validity was assessed using the cross-loadings criterion to determine whether each indicator loaded more strongly on its intended construct than on other constructs (Hair et al., 2021). As presented in Table 3, all indicators exhibited higher outer loadings on

their respective constructs than on the remaining constructs. These findings confirm that each construct is empirically distinct from the others, thereby demonstrating satisfactory discriminant validity.

Table 3. Cross Loadings

	<i>Environmental knowledge</i>	<i>Green Attitude</i>	<i>Green Marketing Communication</i>	<i>Green Purchase Behavior</i>
X1.1	0,800	0,572	0,532	0,414
X1.2	0,772	0,645	0,587	0,469
X1.3	0,774	0,651	0,647	0,478
X1.4	0,797	0,635	0,507	0,565
X1.5	0,764	0,556	0,493	0,456
X2.1	0,648	0,759	0,588	0,515

	<i>Environmental knowledge</i>	<i>Green Attitude</i>	<i>Green Marketing Communication</i>	<i>Green Purchase Behavior</i>
X2.2	0,468	0,710	0,563	0,409
X2.3	0,639	0,723	0,624	0,481
X2.4	0,586	0,811	0,623	0,675
X2.5	0,573	0,726	0,557	0,538
X2.6	0,577	0,726	0,524	0,530
X2.7	0,598	0,748	0,607	0,600
X3.1	0,560	0,532	0,702	0,431
X3.2	0,491	0,636	0,767	0,664
X3.3	0,488	0,551	0,744	0,425
X3.4	0,584	0,631	0,834	0,523
X3.5	0,646	0,598	0,761	0,493
X3.6	0,591	0,644	0,795	0,495
X3.7	0,588	0,642	0,778	0,509
X3.8	0,443	0,585	0,768	0,641
Y.1	0,465	0,610	0,567	0,768
Y.2	0,351	0,490	0,499	0,759
Y.3	0,494	0,531	0,571	0,754
Y.4	0,307	0,463	0,434	0,733
Y.5	0,650	0,654	0,568	0,731
Y.6	0,439	0,532	0,488	0,803
Y.7	0,502	0,566	0,514	0,807

Source: Smart PLS Output, 2026

Structural Model Assesment

R-Square is used to see the ability of dependent variables to explain data variance in independent variables. The results of data processing using SmartPLS are presented in Table 4.

The R-square adjusted value in the green marketing communication variable is 0.633, which shows that the environmental knowledge and green attitude variables are able to explain the green marketing

communication variable by 63.3%. So it can be concluded that the model is considered moderate. While the R-square adjusted value for the green purchase behavior variable is 0.549, this shows that the environmental knowledge and green attitude variables are able to explain the green purchase behavior variable by 54.9%. It can therefore be concluded that the model is considered moderate (Hair et al., 2021).

Table 4. Coefficient of Determination (R²)

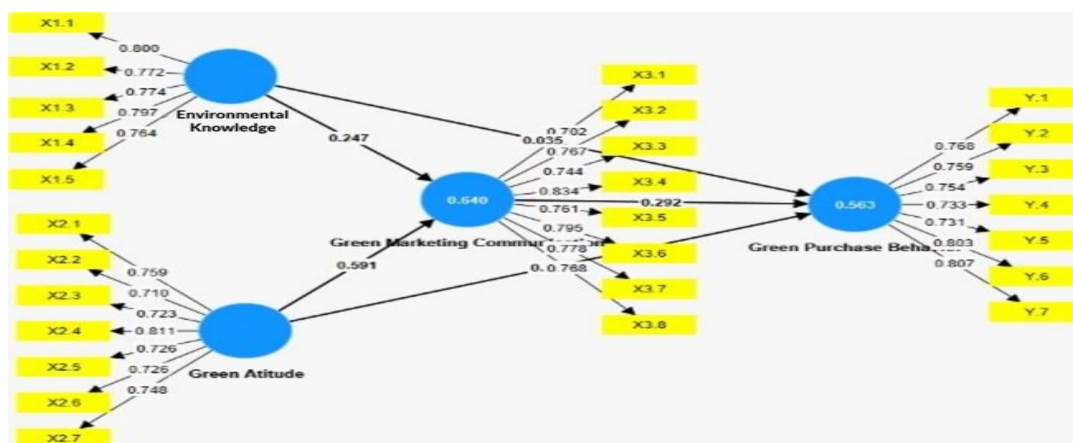
	R Square	Adj. R Square
<i>Green Marketing Communication</i>	0.640	0.633
<i>Green Purchase Behavior</i>	0.563	0.549

Source: Smart PLS Output, 2026

Hypotheses Testing

The structural relationships among the proposed constructs were evaluated using the bootstrapping procedure in SmartPLS to test the research hypotheses. Bootstrapping provides estimates of the path coefficients, t-values, and p-values to determine the significance of each hypothesized relationship. A hypothesis is considered statistically supported when the t-value exceeds 1.96 and the p-value is less than 0.05 at the 5% significance level. The results of the structural model assessment are illustrated in Figure 2, while the detailed hypothesis testing results are presented in Table 5.

Figure 2. Hypotheses Testing



Source: Smart PLS Output, 2026

Table 5. Hypotheses Testing Result

Hypotheses	Relationship	Path Coefficients	t statistic	P values	Decision
H1	<i>Environmental knowledge -> Green Marketing Communication</i>	0.247	2.295	0.022	Supported

H2	Green Attitude -> Green Marketing Communication	0.591	5.446	0.000	Supported
H3	Green Marketing Communication -> Green Purchase Behavior	0.292	1.982	0.048	Supported
H4	Environmental knowledge -> Green Purchase Behavior	0.035	0.261	0.794	Not Supported
H5	Green Attitude - > Green Purchase Behavior	0.470	3.802	0.000	Supported

Source: Smart PLS Output, 2026

The results of the hypothesis testing are presented in Table 5. The findings indicate that four of the five proposed hypotheses were supported. Environmental Knowledge had a positive and significant effect on Green Marketing Communication ($\beta = 0.247$, $t = 2.295$, $p = 0.022$), supporting H1. Similarly, Green Attitude exerted a positive and significant influence on Green Marketing Communication ($\beta = 0.591$, $t = 5.446$, $p < 0.001$), supporting H2. Green Marketing Communication also had a positive and significant effect on Green Purchase Behavior ($\beta = 0.292$, $t = 1.982$, $p = 0.048$), thereby supporting H3. In addition, Green Attitude positively influenced Green Purchase Behavior ($\beta = 0.470$, $t = 3.802$, $p < 0.001$), providing support for H5. However, Environmental Knowledge did not have a significant effect on

Green Purchase Behavior ($\beta = 0.035$, $t = 0.261$, $p = 0.794$); therefore, H4 was not supported.

Discussion

The findings demonstrate that environmental knowledge has a positive and significant effect on green marketing communication. This suggests that consumers who possess greater knowledge about environmental issues are more likely to recognize, understand, and respond positively to marketing messages emphasizing the environmental benefits of eco-friendly refill detergents. Consumers with higher environmental awareness tend to pay greater attention to product information such as biodegradable ingredients, refill packaging, and sustainability claims. Consequently, green marketing communication becomes more meaningful and persuasive for these

consumers. This finding supports previous studies suggesting that environmental knowledge enhances consumers' ability to evaluate and appreciate environmentally responsible marketing messages, ultimately encouraging favorable perceptions toward green products (Moraes et al., 2024).

Green attitude was found to have a significant positive influence on green marketing communication. Consumers who hold positive attitudes toward environmental protection are generally more receptive to green promotional campaigns and sustainability-related information. In the context of eco-friendly refill detergents, individuals with pro-environmental attitudes are more likely to trust and engage with marketing communications highlighting waste reduction, refill systems, and environmentally safe formulations. These consumers perceive such messages as consistent with their personal values, thereby strengthening the effectiveness of green marketing communication. This finding is consistent with previous research indicating that consumers' environmental attitudes enhance their responsiveness to green marketing initiatives (Kaur et al., 2022).

The results indicate that green marketing communication has a positive and significant effect on green purchase behavior. This finding suggests that effective communication regarding the environmental benefits of eco-friendly refill detergents can encourage consumers to adopt more sustainable purchasing behaviors. Marketing messages that clearly communicate product sustainability,

refill convenience, reduced plastic waste, and environmental certifications increase consumer confidence and purchase intention (Correia et al., 2023). As environmental concerns continue to grow, consumers increasingly rely on credible environmental information when making purchasing decisions. Therefore, well-designed green marketing communication plays an essential role in translating consumers' environmental awareness into actual purchasing behavior (Paço et al., 2019).

Contrary to expectations, environmental knowledge did not have a significant direct effect on green purchase behavior. This finding implies that possessing knowledge about environmental issues alone is insufficient to motivate consumers to purchase eco-friendly refill detergents. Although consumers may understand the environmental consequences of plastic waste and chemical pollution, such knowledge does not necessarily translate into actual purchasing decisions. Practical considerations, including product price, availability, cleaning performance, and convenience, may exert stronger influences on consumers' buying behavior. This result supports the well-documented attitude–behavior gap, whereby environmentally informed consumers do not always behave consistently with their environmental knowledge (Iliopoulou et al., 2024; Jaiswal et al., 2022).

The findings reveal that green attitude has a positive and significant effect on green purchase behavior. Consumers

who possess favorable attitudes toward environmental sustainability are more willing to purchase eco-friendly refill detergents despite potential trade-offs such as higher prices or limited product availability. A positive environmental attitude reflects consumers' personal commitment to reducing environmental impacts and supporting sustainable consumption (Witek & Kuźniar, 2020). These consumers are more likely to choose refill detergent products because they perceive them as environmentally responsible alternatives to conventional detergents. This finding highlights that consumers' attitudes toward environmental protection remain one of the strongest psychological drivers of green purchasing behavior.

CONCLUSION

This study investigated the factors influencing consumers' green purchase behavior toward eco-friendly refill detergents. The results show that environmental knowledge and green attitude significantly influence green marketing communication. In addition, green attitude and green marketing communication have a positive effect on green purchase behavior. However, environmental knowledge was not found to directly influence consumers' purchasing decisions. This indicates that understanding

environmental issues alone is not enough to encourage consumers to purchase eco-friendly refill detergents. Instead, consumers are more likely to make green purchasing decisions when they have a positive attitude toward environmental protection and are exposed to effective green marketing communication. These findings highlight the importance of developing marketing strategies that not only provide environmental information but also build positive consumer attitudes and communicate sustainability values effectively. Future research may consider incorporating variables such as green trust, environmental concern, perceived value, or price perception, as well as involving a larger and more diverse sample to provide a broader understanding of green purchasing behavior.

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