

ABSTRACT

One of the environmental problems arise from excessive consumption of household products, driven by marketing. Implementing a green marketing approach might address environmental issue and promote business competitiveness. However, consumer attitudes and willingness to buy and promote green products vary. Therefore, the aim of this study is to analyse the relationship between green marketing tools like Green Packaging, Eco-labelling, and Green Pricing towards Purchase Intention. In addition, this study also examining the moderating role of Environmental Attitude.

To examine the relationship between Green Packaging, Eco-labelling, Green Pricing, Environmental Attitude, and Purchase Intention, a research framework based on the Theory of Planned Behaviour and the Green Marketing Theory was developed. This study used 114 samples from active Undergraduate students at Curtin University, Australia. The data was collected through the utilisation of an online questionnaire. The analytical approach employed in this study is Partial Least Square Structural Equation Modeling (PLS-SEM) utilising SmartPLS 4.0.

The study reveals that Green Packaging, Eco-labelling, and Green Pricing positive and significantly impact Purchase Intention. Environmental attitudes significantly moderate the relationship between eco-labelling and purchase intention, while Environmental Attitude does not moderate the relationship between Green Packaging and Purchase Intention. Additionally, Environmental Attitude has a positive but insignificant influence in the relationship between green pricing and purchase intention.

Recommendations and suggestions are provided for businesses and organisations to improve and promote their green marketing practises. Further research is needed to expand the scope of green marketing research.

Keywords: Green Marketing, Green Packaging, Eco-labelling, Green Pricing, Environmental Attitude, Purchase Intention

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