

The Influence of Green Awareness, Green Knowledge, and Green Advertising to Enhance Purchase Decisions

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Abstract

This study aims to analyze the influence of Green Awareness, Green Knowledge, and Green Advertising on Purchase Decisions on the Bilibli E-Commerce platform. The subjects of this research are individuals who have made a purchase on Bilibli E-Commerce within the past year and reside on the island of Java, Indonesia. The sample consists of 120 respondents selected using a purposive sampling technique. The research employs a Structural Equation Modeling (SEM) approach using Partial Least Squares (PLS) with the SmartPLS 3 software as the analytical tool. The findings reveal that Green Awareness, Green Knowledge, and Green Advertising have a positive and significant influence on Purchase Decisions on Bilibli E-Commerce.

Keywords: Green Awareness, Green Knowledge, Green Advertising, Bilibli E-Commerce

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1. Introduction

The current trajectory of global development emphasizes the importance of maintaining a balance between economic growth, environmental preservation, and social well-being. To achieve this, the United Nations (UN) adopted the Sustainable Development Goals (SDGs) in 2015 (Fristikawati et al., 2022). The SDGs were established in response to a shared global concern to create a fair, safe, and sustainable planet for all people, both now and in the future. These goals reflect a moral principle that no country should be left behind while others prosper; every individual and nation has a responsibility to contribute to the realization of this global vision (Zaini et al., 2021). In line with this shift, global business trends have moved toward sustainable business principles, where profit is no longer the sole priority. The Indonesian government has responded by implementing regulatory frameworks for various industries, including e-commerce, which heavily relies on information technology (Fadilah et al., 2024).

Technological and informational advancements are progressing rapidly in the modern era, significantly impacting the increasingly dynamic lifestyles of society. The internet has become an integral part of daily life, offering convenience and benefits that make it difficult for many users to reduce their dependence on it (Basor et al., 2023). According to Databoks (2024), Java Island is the region with the highest number of e-commerce users. West Java has the largest number of e-commerce users, with 642.672 million people, followed by East Java with 571.958 million, Central Java with 541.072 million, DKI Jakarta with 253.261 million, the Special Region of Yogyakarta with 173.977 million, and Banten with 105.384 million users. The rapid growth of e-commerce has significantly transformed the landscape of global trade. However, behind the surge in online transactions lies a growing concern regarding the environmental impact of e-commerce activities. One response to this challenge is the concept of Green Marketing Management, which aims to minimize the negative environmental impacts of business operations (Fuqoha & Firmansyah, 2023).

E-commerce platforms in Indonesia are actively educating consumers about environmentally responsible shopping through educational campaigns and collaborations with environmental organizations. These efforts aim to create a positive impact while maintaining operational success. The growth of this industry is largely driven by consumer behavior that favors the convenience of online shopping (Suhardoyo, 2023). The following figure presents the market share of e-commerce websites in Indonesia in 2023.

Table 1. E-Commerce Market Share in Indonesia in 2023

<i>E-Commerce</i>	<i>Market Share</i>
Shopee	36%
Tokopedia	35%
Lazada	14%
Blibli	6%

Source: (SimilarWeb, 2023)

According to data from SimilarWeb, by the end of 2023, Shopee once again held the largest e-commerce market share in Indonesia at 36%, closely followed by Tokopedia in second place with a market share of 35%. Lazada ranked third with a 14% market share, while Blibli occupied fourth place with a 6% share. The data shows that Blibli consistently ranks below its competitors and has never reached the top position. This indicates that Blibli E-Commerce may be facing issues related to consumer behavior, particularly the low level of purchase decisions, which hinders its competitiveness in the current e-commerce market (Kurnia et al., 2022).

2. Literature Review

Marketing Management

According to Sudarsono (2020), marketing management is an effort to plan and implement (including organizing, directing, and coordinating activities), as well as to supervise or control marketing activities within an organization, in order to achieve organizational goals in an efficient and effective manner.

Consumer Behavior

According to Kotler & Keller (2020), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Setiawan et al. (2024) explain that consumer behavior encompasses the actions and decisions involved in the purchasing and usage process of products and services by individuals. Understanding how individuals, groups, or organizations choose, buy, use, and dispose of goods, services, ideas, or experiences is at the core of consumer behavior studies. According to Kotler & Keller (2020), the factors influencing consumer behavior include: 1) Cultural and social class factors; 2) Social factors, including reference groups, family, social roles, and status; 3) Personal factors, such as age and life cycle stage, occupation and economic circumstances, lifestyle, personality, and self-concept; 4) Psychological factors, including motivation, perception, learning, beliefs, and attitudes.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are closely related to the concept of "Sustainable Development." Companies seeking to adopt this concept must consider the three main pillars, commonly referred to as the 3Ps: Profit, Planet, and People. The SDG program aims to address social and environmental conditions within a company's operational area, including the welfare of surrounding communities. Therefore, SDG programs designed by companies often include initiatives that empower the local economy. The SDGs have become a crucial topic in public policy discussions and are closely tied to corporate governance and ethical business practices (Munandar et al., 2019).

The Triple Bottom Line Concept

The Triple Bottom Line concept, introduced by John Elkington in 1988, offers a new perspective beyond the previously dominant Single Bottom Line approach, which focused solely on corporate value. The Triple Bottom Line encompasses three critical aspects: financial, social, and environmental—commonly referred to as the 3Ps (Profit, People, Planet). This concept encourages companies to prioritize the interests of stakeholders—those directly involved in or affected by business operations—over shareholders alone (Imaningsih et al., 2022). According to the United Nations Development Programme (UNDP, 2015), the connection between the 3Ps and the SDGs is highly relevant in the context of sustainable development. The 3Ps refer to the three essential pillars of sustainable development: People, Planet, and Profit. The SDGs, or Sustainable Development Goals, are 17 global objectives adopted by the United Nations to address major global challenges such as poverty, inequality, climate change, and the need for sustainable development.

Purchase Decision

The purchase decision is a fundamental psychological process that plays an important role in understanding how consumers actually make their buying choices. Consumer purchase decision behavior focuses on the process of purchasing goods and services carried out by end consumers, either individually or as households, for personal use (Kotler & Keller, 2020). According to Kotler & Keller (2020), a consumer's purchase decision includes selecting the most preferred brand. However, there are two key factors that can influence the gap between purchase intention and actual purchasing behavior. This indicates that the purchase decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. According to Nekomahmud & Fekete-Farkas (2020), there are four indicators of environmentally friendly purchase decisions: 1) The company is more environmentally friendly compared to others; 2) Consumers are interested in making repeat purchases because the company is environmentally friendly; 3) Consumers are willing to buy the company's products even if the price is higher than non-eco-friendly alternatives; 4) Consumers are willing to recommend the company to others.

Green Awareness

According to Alamsyah et al. (2020), green awareness refers to consumer behavior toward environmentally friendly products and how this awareness influences their decision-making in choosing green products. Green awareness transforms consumer thinking—from simply reducing the use of conventional products to help protect the environment—to proactively selecting and even recommending environmentally friendly products (Halim et al., 2021). According to Nabila & Rennyta (2020), green awareness consists of the following eight indicators: 1) Environmental issues; 2) Product availability; 3) Product benefits; 4) Features; 5) Product identification; 6) Product pricing; 7) Product value; 8) Trust in the product.

Green Knowledge

Knowledge refers to a person's level of understanding regarding a particular issue, which can have a significant impact on decision-making processes. Various types of green products include: non-toxic, durable, recyclable, made from eco-friendly materials, not tested on animals, waste-minimizing, and safe for human and animal health during processing and usage (Patwary et al., 2020).

According to Ryantari & Giantari (2020), green knowledge is an understanding of environmental issues that positively impacts the decision-making process. Possessing green knowledge is essential for society, as it influences how individuals evaluate the environmental impact of the products they use, such as eco-friendly alternatives. Wardani & Rahardjo (2022) identify the following indicators of green knowledge: 1) Product knowledge; 2) Usage knowledge; 3) Purchasing knowledge.

Green Advertising

Companies as producers utilize green advertising as a tool to deliver information and attract consumer interest in purchasing environmentally friendly products (Winarno, 2019). Green advertising refers to advertisements that promote green products in order to appeal to environmentally conscious consumers who seek to meet their needs and wants with eco-friendly alternatives (Widodo, 2020). According to Tan et al. (2019), the indicators of green advertising in the context of green product purchase decisions are: 1) The advertisement increases social responsibility; 2) The advertisement is a good source of information; 3) Intention to switch to the advertised green product; 4) Belief that the claims made in the advertisement are honest; 5) The advertisement provides an accurate representation

Conceptual Framework

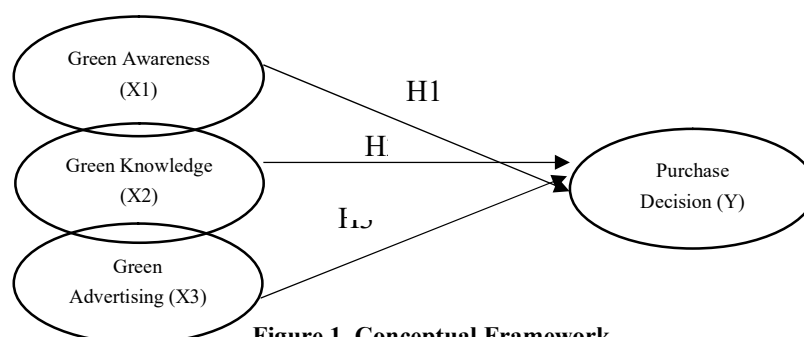


Figure 1. Conceptual Framework

3. Research Methodology

This study employs a quantitative research approach, which is grounded in the philosophy of positivism. It is used to investigate a specific population or sample, with data collected using research instruments, and the analysis conducted in a quantitative or statistical manner to test predefined hypotheses (Sugiyono, 2019).

The population in this study consists of consumers of Blibli E-Commerce located on the island of Java, including West Java, East Java, Central Java, DKI Jakarta, the Special Region of Yogyakarta, and Banten. The sampling technique used is non-probability sampling, specifically purposive sampling—a method in which the researcher selects samples based on specific criteria aligned with the objectives of the study, ensuring the research problem is appropriately addressed.

To determine the sample size, this study refers to the SEM (Structural Equation Modeling) guidelines, which recommend a range of 100–200 samples, depending on the number of parameters estimated. A commonly used rule of thumb is five to ten times the number of indicators. In this study, the sample size is determined by multiplying the number of indicators by six (20×6), resulting in a total of 120 respondents.

This study uses a data analysis method known as Component- or Variance-Based Structural Equation Modeling, processed using the Partial Least Squares (PLS) technique with the SmartPLS version 3.0 software. PLS is a variance-based SEM method.

4. Results and Discussion

Measurement Model Evaluation (Outer Model)

Table 2. Factor Loadings Test Results

Construct	Indicator	Outer Loading	Description
Green Awareness (X1)	GAW 1	0.841	Valid
	GAW	0.898	Valid
	GAW	0.855	Valid
	GAW	0.857	Valid
	GAW	0.883	Valid
	GAW	0.806	Valid
	GAW	0.833	Valid
	GAW	0.812	Valid
Green Knowledge (X2)	GWK 1	0.851	Valid
	GWK 2	0.877	Valid
	GWK 3	0.909	Valid
Green Advertising (X3)	GAD 1	0.808	Valid
	GAD 2	0.767	Valid
	GAD 3	0.784	Valid
	GAD 4	0.875	Valid
	GAD 5	0.853	Valid
Purchase Decision (Y)	KP 1	0.888	Valid
	KP 2	0.917	Valid
	KP 3	0,753	Valid
	KP 4	0.886	Valid

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the results shown in the figure above, all indicators for each variable have outer loading values greater than 0.70, indicating that the indicators have passed the test and meet the required outer loading criteria.

Table 3. Composite Reliability and Cronbach Alpha Test Results

Construct	Composite Reliability	Cronbach's Alpha	Description
Green Awareness	0.954	0.944	Valid
Green Knowledge	0.911	0.853	Valid
Green Advertising	0.910	0.876	Valid
Purchase Decision	0.921	0.884	Valid

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the table above, the results of the Composite Reliability test indicate that all latent variables have Composite Reliability values greater than 0.70, and the Cronbach's Alpha values are also above 0.70. These results indicate that the constructs demonstrate good reliability, suggesting that the questionnaire used as a measurement instrument in this study is consistent.

Table 4. Convergent Validity (AVE) Test Results

Construct	Average Variance Extracted (AVE)	Description
Green Awareness	0,720	Valid
Green Knowledge	0,773	Valid
Green Advertising	0,670	Valid
Purchase Decision	0,745	Valid

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the table above, each construct has a value greater than 0.50, indicating that all constructs are valid and meet the requirements for Average Variance Extracted (AVE).

Table 5. Results of Discriminant Validity Test (Cross Loading)

Construct	Green Advertising	Green Awareness	Green Knowledge	Purchase Decision
Green Advertising	0.842			
Green Awareness	0.816	0.894		
Green Knowledge	0.820	0.873	0.927	
Purchase Decision	0.786	0.797	0.739	0.863

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the table above, several loading factor values for each indicator of the respective latent variables are highest when associated with their corresponding constructs compared to other latent variables. This indicates that each latent variable demonstrates good discriminant validity, although some latent variables still show high correlations with other constructs.

Structural Model Testing (Inner Model)

Table 6. R-Square Test Results

Construct	R-Square
Purchase Decision	0,701

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the R-Square value in Table 4.19, the coefficient of determination (R^2) for the Purchase Decision construct is 0.701. This means that Green Awareness, Green Knowledge, and Green Advertising collectively explain 70.1% of the variance in Purchase Decision, while the remaining 29.9% is influenced by other exogenous variables not included in the model.

Table 7. F-Square Test Results

Construct	KP	GK	GA	GP
Purchase Decision				
Green Awareness	0.195			
Green Knowledge	0.030			
Green Advertising	0.037			

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the table above, the f^2 value shows that the exogenous construct Green Awareness has a moderate effect on the endogenous construct, with a value of 0.195. The exogenous construct Green Knowledge has a small effect on the endogenous construct, with a value of 0.030, and Green Advertising also has a small effect, with a value of 0.037.

Table 8. Results of Q-Square Value Test

Variable	Q-Square
Purchase Intention	0.514

Source: SmartPLS 3.0 Data Processing Output (2025)

Based on the table above, the Q-square value is 0.514, which is greater than 0, indicating that the model has relevant predictive power.

Hypothesis Testing

Table 9. Hypothesis Test Results

Variable	Path Coefficient (O)	Sample Mean (M)	T Statistics	P Values	Description	Result
Green Awareness - > Purchase Intention	0.429	0.430	4.509	0.000	Hypothesis accepted	positive and significant
Green Knowledge -> Purchase Intention	0.207	0.204	2.306	0.022	Hypothesis accepted	positive and significant
Green Advertising -> Purchase Intention	0.253	0.257	3.623	0.030	Hypothesis accepted	positive and significant

Source: SmartPLS 3.0 Data Processing Output (2025)

The Influence of Green Awareness on Purchase Decision

Based on the hypothesis testing results, green awareness has an original sample value of 0.429, indicating a positive direction of influence. The t-statistic value is 4.509 (>1.96) and the p-value is 0.000 (<0.05). Thus, it can be concluded that hypothesis H1 is accepted, meaning green awareness has a positive and significant effect on purchase decisions. This indicates that the greater the influence of green awareness, the stronger its impact on purchase decisions. These findings support previous studies conducted by Lestari (2020), Sioniika et al. (2023), and Puspa & Leron (2023), which also found a positive and significant influence of green awareness on purchase decisions.

The Influence of Green Knowledge on Purchase Decision

From the hypothesis testing results for green knowledge, the original sample value is 0.207, the t-statistic is 2.306 (>1.96), and the p-value is 0.022 (<0.05). Therefore, it can be concluded that hypothesis H2 is accepted, indicating that green knowledge has a positive and significant effect on purchase decisions. This suggests that the more consumers are informed about green products, the more likely they are to make environmentally

conscious purchasing decisions. These findings align with previous research by Apriliani & Aqmala (2021), Sionika et al. (2023), and Murniati & Widodo (2024), who also confirmed the significant influence of green knowledge on purchasing decisions.

The Influence of Green Advertising on Purchase Decision

Based on the hypothesis testing results for green advertising, the original sample value is 0.253, the t-statistic is 3.623 (>1.96), and the p-value is 0.030 (<0.05). Thus, hypothesis H3 is accepted, indicating that green advertising has a positive and significant effect on purchase decisions. Most respondents agreed that green advertising is one of the factors influencing their purchase decisions on the Blibli e-commerce platform. These findings are consistent with previous research conducted by Iswanti et al. (2022), Kurnia et al. (2022), and Rahimah et al. (2022), which also confirmed the significant role of green advertising in influencing purchase decisions.

5. Conclusion

- a. Green Awareness has a positive and significant effect on purchase decisions on the Blibli e-commerce platform. This means that the higher the users' awareness of environmental issues, the greater their tendency to shop on Blibli and choose an e-commerce platform that supports environmentally friendly practices.
- b. Green Knowledge has a positive and significant effect on purchase decisions on Blibli. This suggests that the more knowledgeable users are about environmental issues, the more it influences their purchasing decisions on the Blibli platform.
- c. Green Advertising has a positive and significant effect on purchase decisions on Blibli. This indicates that the more effectively Blibli delivers eco-friendly messages, the greater its influence on users' purchasing decisions on the platform.

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