



The Influence of Green Marketing on Purchase Intention of Eco-Friendly Household Products: The Mediating Role of Consumer Rights Awareness

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Abstract: This study aims to examine the influence of green marketing on consumers' purchase intention of eco-friendly household products, with consumer rights awareness as a mediating variable. Using a quantitative approach, data were collected through an online survey of 100 respondents aged 18–35 who are aware of sustainable products. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results show that green marketing has a significant and positive effect on both consumer rights awareness ($\beta = 0.834$; $p < 0.001$) and purchase intention ($\beta = 0.541$; $p < 0.001$). Additionally, consumer rights awareness has a positive influence on purchase intention ($\beta = 0.355$; $p = 0.003$) and significantly mediates the relationship between green marketing and purchase intention ($\beta = 0.296$; $p = 0.006$). These findings highlight the dual function of green marketing as both an informative and empowering tool in sustainable consumption. The study contributes to the understanding of how ethical communication strategies can enhance behavioral outcomes and provides practical implications for businesses aiming to increase market adoption of environmentally friendly products.

Keyword: green marketing, consumer rights awareness, purchase intention, eco-friendly products, PLS-SEM.

INTRODUCTION

The increasing concern for environmental sustainability has significantly influenced consumer behavior and corporate marketing strategies in recent years. As environmental issues such as climate change, pollution, and resource depletion become more urgent, consumers are shifting their attention toward products that are environmentally friendly, including household items (Yeo, Park, & Park, 2020). In response to this shift, many companies have embraced green marketing a strategy that promotes products based on their environmental benefits and sustainable attributes (Chen & Deng, 2020).

Green marketing encompasses various practices such as using biodegradable packaging, promoting energy-efficient appliances, and emphasizing environmental responsibility in promotional messages (Kong et al., 2022). These strategies aim to not only

enhance the brand image but also to influence consumer purchase intention by aligning corporate values with growing environmental awareness (Haryanto, Budhathoki, & Santoso, 2023). However, studies have shown that green marketing alone is not always sufficient to drive consumer action; underlying psychological or cognitive factors may moderate or mediate this relationship (Tariq et al., 2021).

One such mediating factor is consumer rights awareness, which refers to an individual's knowledge and understanding of their rights as a consumer such as the right to safety, the right to information, the right to choose, and the right to be heard (Lin, Ho, & Lin, 2022). Consumers who are aware of their rights are more likely to demand transparency, ethical standards, and sustainable practices from companies (Suki & Suki, 2019). In the context of eco-friendly household products, consumer rights awareness can shape how green marketing messages are interpreted and internalized, thus influencing the final purchase decision.

Despite the growing body of literature on green marketing and purchase intention, limited research has examined the mediating role of consumer rights awareness in this relationship, particularly in the context of eco-friendly household products in emerging markets. Addressing this gap is essential, as increased awareness of consumer rights may empower individuals to make more responsible and sustainable purchasing decisions (Nguyen et al., 2023).

Therefore, this study aims to investigate the influence of green marketing on the purchase intention of eco-friendly household products, with consumer rights awareness as a mediating variable. The findings of this research are expected to contribute both theoretically and practically by providing insights for marketers and policymakers on how to structure effective green marketing campaigns that resonate with socially aware and rights-conscious consumers.

METHOD

This study employs a quantitative approach with a causal research design aimed at examining the influence of green marketing on purchase intention of eco-friendly household products, with consumer rights awareness as a mediating variable. The research was conducted using an online questionnaire distributed via Google Forms to respondents aged 18–35 years who have purchased or considered purchasing environmentally friendly household products in Indonesia.

The population of this study includes consumers who are familiar with eco-friendly products in the household sector. The sampling technique used was purposive sampling, where only individuals meeting specific criteria were selected, such as having environmental awareness and knowledge of consumer rights. A total of 120 respondents were selected for this study, referring to the sample size guideline proposed by Hair et al. (2014), which recommends 5 to 10 times the number of indicators in the measurement model. This research uses 12 indicators in total, resulting in an ideal sample range of 60 to 120 respondents.

The research instrument consisted of a closed-ended questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Indicators for the green marketing variable were adapted from Chen and Deng (2020), consumer rights awareness from Lin et al. (2022), and purchase intention from Yeo et al. (2020).

Data collection was conducted between May and June 2025. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis procedure included tests for convergent and discriminant validity, construct reliability, structural model evaluation, and mediation effect analysis. To clarify the research variables, the operational definitions are presented in the following table

Table 1. Operational Definition of Variables

No	Variable	Definition	Dimension / Indicator	Source
1	Green Marketing (X)	Marketing strategies focused on environmental sustainability and green values.	1. Green product 2. Green price 3. Green promotion 4. Green place	Chen & Deng (2020)
2	Consumer Rights Awareness (M)	Awareness and understanding of consumer rights in the marketplace.	1. Right to safety 2. Right to be informed 3. Right to choose 4. Right to be heard	Lin et al. (2022)
3	Purchase Intention (Y)	The likelihood that consumers will buy a product based on their interest and preference.	1. Interest in buying 2. Willingness to pay 3. Plan to purchase 4. Recommendation likelihood	Yeo et al. (2020)

Source: Adapted from related literature

RESULTS AND DISCUSSION

Descriptive Statistics

The number of respondents analyzed in this study was 100. They were consumers who were aware of eco-friendly household products, with a majority falling in the age range of 18–35 years. Initial descriptive statistics showed a general tendency toward agreement on the Likert scale, indicating that respondents perceived positively the statements about green marketing, their rights as consumers, and purchase intention of eco-friendly household products.

Outer Model Evaluation (Measurement Model)

The measurement model was tested for convergent validity and reliability. The factor loadings of all indicators for each construct were above 0.70, confirming indicator reliability. Further, the construct-level reliability and validity are presented in the following table:

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Consumer Rights Awareness (M)	0.924	0.925	0.946	0.815
Green Marketing (X)	0.915	0.916	0.940	0.797
Purchase Intention (Y)	0.904	0.916	0.933	0.776

All values exceeded the threshold of Cronbach's Alpha > 0.7, Composite Reliability > 0.7, and AVE > 0.5. This indicates strong internal consistency and convergent validity across all constructs.

Discriminant Validity (Fornell-Larcker)

Discriminant validity was assessed using the Fornell-Larcker criterion. The square root of the AVE for each construct was higher than the correlations with other constructs. This confirms that each construct is unique and measures a distinct concept.

Coefficient of Determination (R^2)

Table 3. Coefficient of Determination (R^2)

Construct	R Square	R Square Adjusted
Consumer Rights Awareness (M)	0.695	0.692
Purchase Intention (Y)	0.738	0.733

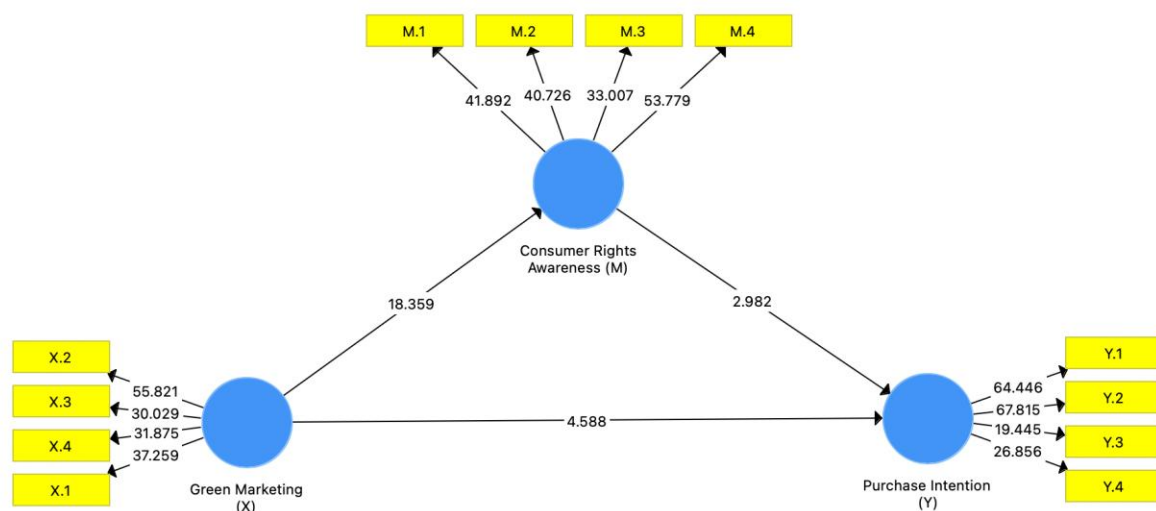
The R^2 value of 0.695 indicates that green marketing explains 69.5% of the variance in consumer rights awareness. Meanwhile, the R^2 of 0.738 indicates that green marketing and consumer rights awareness together explain 73.8% of the variance in purchase intention. These values demonstrate strong explanatory power of the model.

Effect Size (f^2)

Table 4. f^2 Effect Size

Relationship	f^2 Square
Green Marketing → Consumer Rights Awareness	2.279
Green Marketing → Purchase Intention	0.340
Consumer Rights Awareness → Purchase Intention	0.147

According to Cohen's guidelines, a value of $f^2 > 0.35$ is considered large, 0.15–0.35 moderate, and 0.02–0.15 small. Therefore, the effect of green marketing on consumer rights awareness is very large; on purchase intention is moderate; and consumer rights awareness on purchase intention is small-to-moderate.



Hypothesis Testing: Direct Effect

Table 5. Path Coefficients – Direct Effect

Path	Coefficient (β)	T-Statistic	P-Value
Green Marketing (X) → Consumer Rights Awareness (M)	0.834	18.359	0.000
Green Marketing (X) → Purchase Intention (Y)	0.541	4.588	0.000
Consumer Rights Awareness (M) → Purchase Intention (Y)	0.355	2.982	0.003

All three paths are significant at $p < 0.05$. This confirms that green marketing significantly affects both consumer rights awareness and purchase intention. Furthermore, consumer rights awareness significantly influences purchase intention.

Hypothesis Testing: Indirect Effect (Mediation)

Table 6. Indirect Effect – Mediation Test

Path	Indirect Effect (β)	T-Statistic	P-Value
Green Marketing (X) → Consumer Rights Awareness (M) → Purchase Intention (Y)	0.296	2.757	0.006

The indirect effect is significant at $p < 0.01$, suggesting that consumer rights awareness partially mediates the effect of green marketing on purchase intention.

Discussion

The findings of this study offer strong empirical evidence supporting the pivotal role of green marketing in shaping consumer decision-making and promoting ethical consumption behaviors. The results reveal that green marketing exerts a direct and significant influence on both consumer rights awareness and purchase intention, indicating that well-structured and value-driven marketing efforts can effectively influence not only consumer attitudes but also behavioral intentions.

The direct path from green marketing to purchase intention ($\beta = 0.541$, $p < 0.001$) confirms the findings of previous research by Chen & Deng (2020), who demonstrated that environmentally responsible messaging enhances consumers' trust in the brand, making them more inclined to engage in eco-conscious buying. When consumers perceive a brand as genuinely committed to sustainability through green product offerings, transparent pricing, and eco-labeled promotions they develop stronger affective bonds and a greater intention to act accordingly. This is especially relevant in the context of household products, which are integral to everyday life and thus provide repeated opportunities for value-aligned purchasing.

The most noteworthy insight from this study lies in the significant mediating role of consumer rights awareness in the relationship between green marketing and purchase intention. The indirect path coefficient ($\beta = 0.296$, $p = 0.006$) confirms that green marketing's impact on purchase behavior is strengthened when consumers are more aware of their rights including the right to information, safety, choice, and to be heard. This mediation suggests a cognitive pathway in which green marketing first fosters awareness and empowerment, which in turn reinforces consumer action.

This aligns with Lin et al. (2022), who emphasized that informed consumers are more likely to evaluate the authenticity of corporate environmental claims and make conscious decisions based on ethical standards. Similarly, Nguyen et al. (2023) highlighted that consumer empowerment and literacy are becoming central to sustainable market development. As consumers become more educated about their rights, they transition from passive recipients of marketing to active agents demanding transparency, sustainability, and fairness.

Moreover, the high R^2 value for Purchase Intention (0.738) underscores the model's robustness, explaining nearly three-quarters of consumer behavioral intention in the eco-friendly product domain. This is complemented by the strong effect sizes (f^2), particularly the very large effect of green marketing on consumer rights awareness ($f^2 = 2.279$), which underscores the instrumental role of marketing in not just persuading but educating the market.

These results offer several theoretical and practical implications. Theoretically, they validate the Stimulus–Organism–Response (S-O-R) model, where green marketing (stimulus) activates internal cognitive awareness (organism), leading to behavioral outcomes (response). Practically, they suggest that firms should move beyond greenwashing and embrace consumer-centric sustainability communication. It is no longer sufficient to label products as

"green" companies must engage in ethical transparency, educate consumers about their rights, and involve them in co-creating value around sustainability.

Additionally, the findings may inform public policy and consumer advocacy initiatives. Governments and non-governmental organizations can leverage these insights to design consumer education campaigns that increase awareness of rights in the marketplace, which in turn could support market transformation toward more sustainable consumption patterns.

CONCLUSION

This study investigated the influence of green marketing on consumers' purchase intention toward eco-friendly household products, with consumer rights awareness as a mediating variable. The results confirmed that green marketing has a direct and significant effect on both consumer rights awareness and purchase intention. Furthermore, consumer rights awareness plays a significant mediating role in strengthening the impact of green marketing on consumer behavior.

The findings demonstrate that effective green marketing does more than just inform consumers about environmental benefits it also cultivates awareness of their rights, thereby empowering them to make more responsible and ethical purchasing decisions. This highlights the need for companies not only to adopt sustainable practices but also to prioritize transparent and educational communication strategies that enhance consumer knowledge and trust.

Overall, the study contributes to the growing body of literature in sustainable marketing and consumer behavior by emphasizing the dual role of green marketing as both an informational and empowering tool. Businesses, policymakers, and marketers must recognize that fostering consumer rights awareness is essential to maximizing the effectiveness of sustainability-oriented campaigns.

Future research is encouraged to explore the role of other psychological and social variables such as trust, environmental concern, and digital literacy that may further mediate or moderate the relationship between green marketing and purchase intention, especially in different product categories or demographic contexts.

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