

Environmental Awareness and Green Trust Mediating Green Marketing's Impact on Coconut Coir Product Purchases Behavior

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Abstract:

In recent years, consumer behavior has increasingly shifted toward sustainability, driven by rising environmental awareness. This shift has influenced purchasing decisions, especially for eco-friendly products like coconut coir, valued for their biodegradability and versatility. As consumers gain more knowledge on environmental issues, demand for products that align with sustainable values grows, fueling the development of green marketing strategies. This study examines the roles of environmental awareness and green trust in mediating the impact of green marketing on consumer purchasing behavior for coconut coir products. Data from 179 participants were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with SMART PLS 3.0, focusing on the validity and reliability of latent variables and their interrelationships. The findings indicate that green marketing significantly enhances green purchasing behavior, environmental awareness, and green trust, with positive impacts on purchasing decisions through both mediators. In conclusion, this study highlights the essential role of green marketing in shaping sustainable consumer behavior. By fostering environmental awareness and building consumer trust, green marketing promotes eco-friendly purchases and contributes to a broader cultural shift toward sustainability.

Keywords: Green marketing, Environmental awareness, Green trust, Green purchase behavior

1. Introduction

In recent years, the growing concern over environmental issues has led to a significant shift in consumer behavior towards more sustainable choices [1]. Environmental awareness has emerged as a critical factor influencing purchasing decisions, particularly in the context of green products [2] [3]. Among these, coconut coir-based products have gained popularity due to their eco-friendly attributes, biodegradability, and versatility. As consumers become increasingly knowledgeable about environmental issues, they seek products that align with their values, leading to the rise of green marketing strategies.

Green marketing involves promoting products and practices that are environmentally responsible, aiming not only to capture market share but also to enhance corporate sustainability [4]. It has become essential for businesses to communicate their environmental initiatives effectively to build trust among consumers [5]. Green trust, defined as the belief that a company is committed to environmental sustainability, plays a pivotal role in mediating the relationship between green marketing efforts and consumer behavior [6].

Despite the recognized importance of these concepts, the interplay between environmental awareness, green trust, and purchasing behavior of coconut coir-based products remains underexplored. This study aims to bridge this gap by investigating how environmental awareness influences green trust and, in turn, mediates the effects of green marketing on consumers' purchasing decisions. By understanding these dynamics, marketers can develop more effective strategies to promote eco-friendly products and foster a sustainable market environment.

This research not only contributes to the existing literature on green marketing and consumer behavior but also offers practical implications for businesses seeking to enhance their green initiatives. Ultimately, this study seeks to highlight the importance of integrating environmental awareness and trust in promoting sustainable consumer choices, particularly in the context of coconut coir products.

1.1 Green Marketing

Green marketing is seen as a powerful method to educate consumers about the quality of environmentally friendly products and increase demand [7]. In addition, green marketing also serves as a means to address social and environmental aspects [8]. Green marketing mainly focuses on environmental issues, while environmental, social, and economic sustainability are important components of sustainable marketing. Despite the controversy surrounding sustainability, sustainable marketing is considered a prime example of Green marketing. This is because all marketing activities that fulfil human needs in a responsible way without harming the environment are considered Green marketing practices [9].

Green marketing are combination of four aspect, the first refers to the green product, which is defined by their low energy consumption, minimal emissions, recyclability, and health benefits [10]. Green products is one of ways to fulfill customer needs. When assessing customer needs for improving and developing new products, it's essential to prioritize safer and healthier environments as well.

The second aspect is green price, which is a key marketing variable along with brand name and product attributes. Price can shape consumers' perception consumers' perception of the quality of a product. Many consumers are willing to pay a premium for a product when they have an additional perception of the product's value. Since success of a product heavily depends on the buying pattern (behavior) of the consumers, then if the price of a product increases, the perception generally is that the buying rates will decline in the future [11].

The third aspect is green promotion. Green promotion refers to the communication strategies used by companies to promote environmentally friendly products and practices. It includes various techniques such as advertising, public relations, and digital marketing that emphasise the environmental benefits of the product [12]. Green advertising aims to oblige consumers to use environmentally friendly products in order to make the environment safer [13]. The necessity for businesses to highlight their green strategies and eco-friendly products underscores the importance of green advertising methods. As social media becomes a vital platform for advertising, revenues from social media advertising are expected to grow by 7.6% annually over the next five years.

The last aspect in the concept of green marketing is green place. Green place refers to product placement strategies that consider sustainability and environmental impact. In the context of green marketing, this includes selecting environmentally friendly distribution locations, using recyclable packaging, and promoting products in places that support sustainability [12].

1.2 Green Purchase Behavior

Green purchase behavior is the purchasing of goods that incorporate environmental values, presumed safer for humans and society [14]. Green purchase behavior arises when consumers behave holistically towards certain green consumption patterns. Along with the rise of the green movement in Indonesia, awareness of green products is also growing. Therefore, it is important to investigate consumers' green purchasing behavior in the current Indonesian context. Humans always think rationally through the information they get then consumer decisions to make or not to make a purchase will be formed [15] and may have desired to make a complete effort to sustain the environment and promote sustainability through green purchase [16].

1.3 Environmental Awareness

Environmental awareness plays an important role in the context of green marketing. Consumers who are aware of environmental issues are more likely to favour products that are marketed as environmentally friendly. Environmental awareness affects not only attitudes towards green products, but also consumers' purchase intentions [17]. When consumers have knowledge of environmental issues, then their level of awareness will increase and potentially have a positive attitude toward green products. Moreover, individuals may wish to buy green products and demonstrate responsible behavior. However, their mindset toward the product can be either positive or negative [18]. The government, marketers, and educators can raise awareness about environmental degradation and promote green purchasing behaviors by focusing on

environmental concern, social influence, and self-image alongside green advertising [19]. This approach can foster greener lifestyles and enhance environmental consciousness in daily activities.

1.4 Green Trust

Green trust refers to the reliance on a product or service rooted in perceptions of its credibility, goodwill, and environmental performance [17]. The importance of green trust has increased significantly, showed that green trust is strengthened by a sense of environmental responsibility, which encompasses both consumer concerns and personal commitment to environmental stewardship [20]. Environmentally sustainable behaviors include the willingness to utilize natural resources responsibly, the ability to spend more on eco-friendly products, and a commitment to using environmentally-friendly facilities [21].

1.5 Coconut coir waste

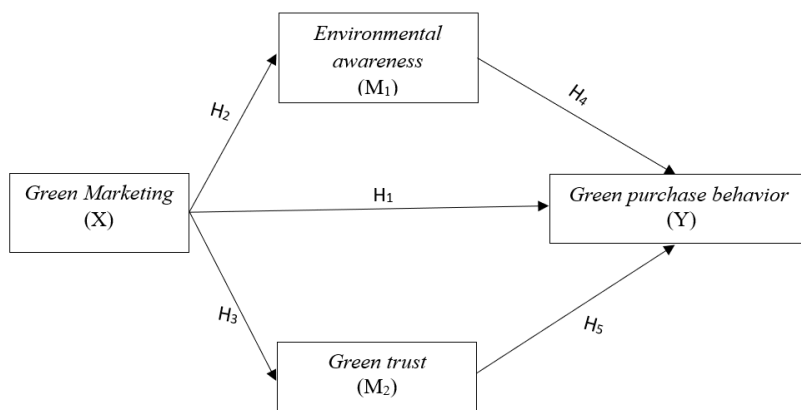
Coir is part of the coconut fruit (*Cocos nucifera*), which contains 35% of the coconut fruit (Mulyawan et al., 2015). Coconut shell of mismanaged has a slow degradation rate and when mismanaged, whether by direct disposal or open burning, causes environmental pollution, which has implications for human health [22].

Coconut residues are vital in a circular economy, presenting numerous opportunities for waste repurposing and enhanced resource efficiency. By incorporating these residues into practices like recycling and upcycling, valuable products can be generated while decreasing waste production [23]. This approach not only boosts economic growth and job creation but also aids in environmental conservation by reducing carbon footprints and encouraging sustainable alternatives to traditional materials. Integrating coconut residues within a circular economy framework supports sustainable development and promotes a regenerative approach to resource management [24].

Green marketing is an effort to process coconut fibre waste into products with economic value. Products produced from coir waste management can be marketed as environmentally friendly alternatives. Emphasising the environmental benefits of these products in marketing campaigns can attract consumers who prefer sustainable products. Companies can also create added value and differentiate themselves in a competitive market. This green marketing strategy allows companies to reach a wider market segment.

2. Materials and Methods

Based on the literature review, the framework of this study is as follows:



Picture 1 : Research Framework

Description:

X = Green marketing

M₁ = Environmental awareness

M₂ = Green trust

Y = Green purchase behavior

Based on the framework, the hypothesis of this study is as follows:

H₁ : Green marketing has a significant positive effect on green purchasing behavior on ecoproducts from Cofipea brand coconut coir.

- H₂ : Green marketing has a significant positive effect on environmental awareness on ecoproducts from Cofipea brand coconut coir.
- H₃ : Green marketing has a significant positive effect on green trust in ecoproducts from the Cofipea brand coconut fibre
- H₄ : Environmental awareness is able to mediate the effect of green marketing on green purchase behavior on eco products from the Cofipea brand coconut husk.
- H₅ : Green trust is able to mediate the effect of green marketing on green purchase behavior in ecoproducts from Cofipea brand coconut coir.

The method used in this research is quantitative method. The research location is located at Banda Aceh - Medan, No.36, Buketrata, Blang Mangat District, 24375, Lhokseumawe City, Aceh. The selection of this location is based on preliminary observations and interviews at PT Fugha Pratama Mandiri, where it was found that there were problems related to the object of research and increased customer awareness about environmental concerns that have an impact on green purchasing behavior. The focus of the research is green purchasing behavior on environmentally friendly products from coconut husk at PT Fugha Pratama Mandiri, specifically regarding the influence between green marketing, environmental awareness, and green trust.

The independent variable in this study is green marketing. Green marketing (X) is a marketing system that integrates consumer interests with environmental needs, and helps companies build long-term perspectives and sustainable profits, while addressing business challenges and environmental issues [25].

The mediating variables in this study are environmental awareness and green trust. Environmental awareness (M₁) includes individual cognition, concern, and response to environmental issues. This awareness reflects individual values, attitudes, and knowledge about environmental protection [26]. Green trust (M₂) is the tendency to trust organic products based on credibility and environmental performance.

The dependent variable is green purchasing behavior. Green purchasing behavior (Y) reflects consumer decisions to buy environmentally friendly products, especially those that use circular packaging. This study uses primary data collected through questionnaires distributed to consumers of Cofipea brand eco-products, as well as secondary data from related literature and journals. The research population is all consumers who have purchased eco-products from Cofipea brand coconut fibre, with purposive sampling techniques taken based on certain criteria [27].

Sample criteria include: 1) People who live in Lhokseumawe City, 2) Have ever bought organic products, 3) Already consume organic products, 4) Familiar with Cofipea brand coconut coir products, 5) Respondents with at least high school / equivalent education so that they can understand and fill out the questionnaire properly.

The number of indicators analysed in this study were 13, with a sample of 179 respondents according to the above criteria. The data collection method uses a survey through a questionnaire distributed directly by researchers with the help of field staff. A questionnaire is a data collection instrument consisting of a number of questions or written statements, which are then measured on a Likert scale [27].

The data analysis technique uses Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SMART PLS 3.0 software. There are two types of measurement models: outer model for validity and reliability of latent variables, and inner model to measure the relationship between models [28].

3. Results and Discussion

3.1 Evaluation of the Measurement Model

Outer model is a model used in assessing the validity and reliability of construct forming indicators, namely indicator reliability with loading factor parameters [29]. In the outer model there are two validities consisting of convergent validity and discriminant validity. Convergent validity aims to determine the validity of each relationship between indicators and their variables. The convergent validity test can be seen from the loading factor of each construct indicator which has a value > 0.7 or an AVE value > 0.5 [29].

Table 1: Convergent Validity Test

Indicators	M1	M2	X	Y
X1_1	0.951	0.987	0.97	0.95
Y1_3	0.976	0.96	0.967	0.976
Y1_2	0.951	0.987	0.97	0.95

Y1_1	0.928	0.832	0.901	0.929
X1_4	0.928	0.832	0.901	0.929
X1_3	0.976	0.96	0.967	0.976
X1_2	0.918	0.974	0.955	0.918
M2_3	0.976	0.96	0.967	0.976
M2_2	0.918	0.974	0.955	0.918
M2_1	0.951	0.987	0.97	0.95
M1_3	0.928	0.832	0.901	0.929
M1_2	0.976	0.96	0.967	0.976
M1_1	0.951	0.987	0.97	0.95

Source: Primary Data Processed (2024)

Based on the table above, it shows that the value of all constructs and statement items from each construct has met the rule of thumb of the discriminant validity test, namely the cross loading value of each variable > 0.7 and a different way can be done by comparing the square root value of the average variance extracted (AVE) of each construct with the correlation between other constructs contained in the model [29]. Based on the results of the outer model discriminant validity test, the statement items in this study can be said to be valid.

Table 2: Reability Test

Variabels	Cronbach's Alpha	Keterangan
M ₁	0.948	Reliabel
M ₂	0.973	Reliabel
X	0.963	Reliabel
Y	0.948	Reliabel

The instrument is said to be reliable if it has a Cronbach's alpha ≥ 0.60 [27]. The reliability test results in the table above show that the value of each Cronbach's alpha is greater than 0.6 so that all research instruments are said to be reliable.

3.1.1 Model Fit Test

After conducting validity and reliability tests, researchers conducted a model fit test in representing the covariance matrix on the indicators used in this study [29]. The model fit test is done manually, using the following formula:

$$GoF = \sqrt{AVE \times R^2}$$

Based on the results of the model fit test that has been carried out, the model fit test value is greater than 0.38, which is 0.94, so it can be concluded that the model carried out in this study has good Goodness of Fit.

3.1.2 Structural Inner Model

Evaluation of the structural model is done by looking at the T-value, R-Square, and also the P-Value. This procedure uses the bootstrapping method with a significance value that is two tailed with a T-value of 1.96 (significant level = 5%). If the p-value < 0.05 then the hypothesis is accepted.

Tabel 3: Hypothesis Test

Hypothesis	T-Value	P-Value	Regression Coefficient	Result
H ₁ : X → Y	0.01	0.022	1.001	H ₁ accepted
H ₂ : X → M ₁	0.002	0	0.019	H ₂ accepted
H ₃ : X → M ₂	0.002	0	0.994	H ₃ accepted
H ₄ : X → M ₁ → Y	256.263	0	0.990	H ₄ accepted
H ₅ : X → M ₂ → Y	2.205	0.028	0.017	H ₅ accepted

Based on the table above, it shows that H₁, H₂, H₃, H₄, H₅ are accepted because they have a p-value smaller than 0.05. The results of the hypothesis test show that green marketing has a positive and significant effect on green purchasing behavior.

Green marketing also has a positive and significant effect on environmental awareness and green trust. Green marketing has a positive and significant effect on green purchasing behavior through environmental awareness. Green marketing has a positive and significant effect on green purchasing behavior through green trust.

The regression coefficient value shows the strength of the influence of the independent variables on the dependent variable. Like hypothesis 1, namely green marketing affects green buying behavior with a regression coefficient value of 1.001, this value means that the green marketing variable has a 100% effect on the green buying behavior variable.

To find out a comprehensive picture related to the full structural model in this study, the following is the SEM full-output from the results of processing 179 data collected, including the following:

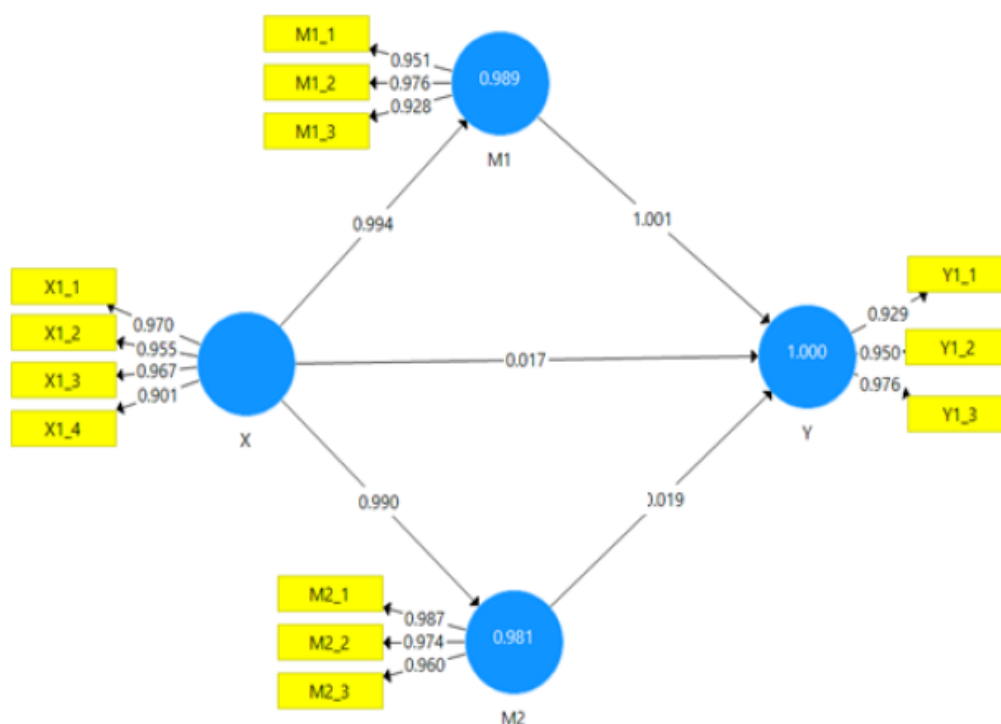


Figure 2: Full Output Structural Equation Model (SEM)

Furthermore, in determining the value of the structural model using SmartPLS. The R² value in PLS-SEM is central to understanding how well the model predicts the data [28]. R² values closer to 1 indicate that the model explains higher variance, while lower values indicate lower explanatory power.

Table 4: R-Square Estimation Results

Variabel	R-Square
Environmental Awareness	0.989
Green Trust	0.981
Green Purchase Behavior	1

The table above shows the R-Square value in this study, namely environmental knowledge of 98.9% is able to explain the green marketing variable while the remaining 1.1% is due to variance errors during measurement so that there is a possibility that there are other variables that can be explained by environmental knowledge that require further research. Green trust of 98.1% is able to explain the green marketing variable while the remaining 1.9% is due to variance error during measurement so there is a possibility that there are other variables that can be explained by green trust which requires further research.

Green buying behavior is 100% able to explain green marketing, environmental awareness and green trust variables.

In seeing the mediating variable included in the full or pseudo mediating variable, it can be seen by comparing the p-value in the indirect effect table and the total effects table. If there is a change in the p-value to be insignificant, the mediating variable is fully mediating, otherwise if the p-value is still significant, it can be concluded that the mediating variable is partial [30].

Table 5: Mediating Effect

Total Effect		Indirect Effect		Result
Variabel relation	P-Value	Variabel relation	P-Value	
Green marketing →Green purchase behavior	0,000	Green marketing →Environmental awareness→Green purchase behavior	0,000	Partial
Green marketing →Green purchase behavior	0,000	Green marketing →Green trust→Green purchase behavior	0,015	Partial

Based on the table above, environmental knowledge and green trust partially mediate the relationship to green buying behavior.

The findings in this study show consistency with several previous studies:

1. Green marketing has a positive and significant effect on green buying behavior. Marketing that focuses on environmental aspects can be used to promote green buying behavior and increase consumer preference for green products [12]. The results of this study are also in line with research conducted by [31] which reveals that green marketing is proven to have a positive and statistically significant effect on purchasing behavior. Green marketing can also have a positive effect on green purchase intention [32]. Green marketing helps increase consumer awareness about environmental issues. When consumers understand the negative impact of products that are not environmentally friendly, they tend to choose more sustainable products.
2. Green marketing has a positive effect on environmental awareness. The result of the study in line with research conducted by [33] that is green marketing have succeeded in encouraging Environmental Knowledge so that they make environmentally friendly purchases, although not too significant. Also, Green marketing can significantly influence consumers in terms of satisfaction, loyalty, social responsibility, and environmental safety [34]. Green marketing can help consumers understand the environmental impact of their purchasing decisions and the importance of sustainability [35].
3. Green marketing has a positive effect on green trust. The results of this study are also in line with research conducted by [36], green marketing can lead to increased customer loyalty and positive word-of-mouth. Also, Green trust is the consumer's confidence in a company's commitment to environmental friendliness [37].
4. Green marketing has a significant positive effect on green purchasing behavior through environmental awareness. This means that potential consumers' knowledge of various environmental issues forms a positive attitude to be able to make purchasing decisions regarding green products [15]. Effective green marketing increases consumers' understanding of environmental issues and consumers who are exposed to information about environmentally friendly products tend to be more aware and concerned about sustainability.
5. Green marketing has a significant positive effect on green purchasing behavior through green trust. Green trust is a significant factor in the desire to make green purchases. The result in line with a study which is found that green brand trust had a significant and positive effect on green purchase intention because green trust is a significant factor in the desire to make green purchases [38]. Green marketing is the promotion of sustainable and eco-friendly products and services. It can have a significant impact on green purchase intention and trust [32].

4. Conclusion

This study comprehensively demonstrates that green marketing significantly influences green buying behavior among consumers. By strategically focusing on environmental aspects, companies can effectively promote sustainable product choices and enhance consumer preferences for eco-friendly products. The evidence also supports the assertion that green marketing improves consumers' green purchase intentions. By increasing awareness of environmental issues, green marketing plays a critical role in shaping consumer attitudes. As consumers become more informed about the detrimental effects of non-environmentally friendly products, they are more likely to opt for sustainable alternatives. This shift in consumer behavior underscores the importance of effective green marketing strategies in driving sustainable consumption.

Furthermore, the research highlights that green marketing contributes positively to environmental awareness among consumers. Green marketing initiatives can successfully enhance environmental knowledge, leading consumers to make more eco-conscious purchasing decisions. Additionally, green marketing has been found to influence consumer satisfaction, loyalty, social responsibility, and perceptions of environmental safety. This multifaceted impact suggests that green marketing is not just about promoting products but also about fostering a culture of sustainability.

Another critical finding is that green marketing enhances consumer trust in brands. This trust is vital for increasing customer loyalty and generating positive word-of-mouth. Green trust represents consumers' confidence in a company's commitment to environmental sustainability. This confidence can lead to a greater willingness to support and engage with brands that are perceived as environmentally responsible.

Moreover, the study illustrates that green marketing has a significant positive effect on green purchasing behavior through the lens of environmental awareness. As consumers gain knowledge about various environmental issues, their attitudes towards making sustainable purchases become more favorable. This relationship indicates that well-executed green marketing can effectively bridge the gap between awareness and action, encouraging consumers to prioritize sustainability in their purchasing decisions.

Lastly, green marketing has a significant effect on green purchase behavior through green trust. The findings affirm that green trust is a significant determinant of the intention to make green purchases. Green trust demonstrates that trust in green brands substantially influences consumers' purchase intentions. Green marketing, which emphasizes the promotion of sustainable and eco-friendly products, therefore plays a crucial role in cultivating this trust, further enhancing consumer commitment to environmentally responsible purchasing behaviors.

In conclusion, the research presents compelling evidence that green marketing is a powerful tool for influencing green buying behavior. By enhancing environmental awareness and building trust, green marketing not only promotes the purchase of sustainable products but also contributes to a broader cultural shift towards sustainability. For companies aiming to thrive in a market increasingly focused on environmental responsibility, investing in green marketing strategies is essential. These strategies not only align with consumer values but also pave the way for a more sustainable future.

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