

The Effect of Green Promotion and Green Packaging on Green Purchase Behavior through Environmental Knowledge

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ABSTRACT

Environmental issues, especially the problem of plastic waste from household product packaging, are increasingly becoming a global concern. The Indonesian government has set a waste reduction target as part of its sustainability policy. As environmental awareness increases, consumers are starting to consider environmentally friendly aspects in their purchasing decisions. This study aims to analyze the effect of green promotion and green packaging on green purchase behavior through environmental knowledge of Easy Green product consumers. This study uses a quantitative approach with the Structural Equation Model (SEM) method based on Partial Least Square (PLS). The results show that green promotion and green packaging play a role in increasing consumers' environmental awareness, which ultimately influences their green purchasing behavior. These findings provide implications for companies in designing more effective marketing strategies to encourage sustainable consumption behavior.

INTRODUCTION

Environmental issues are now a problem that occurs in various industries. Especially waste from product packaging (Bobadilla et al., 2021). The household needs industry is one of the industries that contributes the most plastic waste in the world. This is because the packaging used is made of plastic. If plastic waste from household product packaging is not managed and recycled properly, the waste will pile up and become an environmental problem. According to a census conducted by the Indonesian River Affairs Research Agency (BRUIN) in 2023, plastic waste is a major problem in Indonesia (Mongabay.id, 2023).

In response to this environmental issue, the government has made efforts to combat plastic waste as stated in Presidential Regulation Number 97 of 2017, namely reducing waste from its source by 30%, and waste management by 70% in 2025. Indonesia is adjusting its commitment at the international level, with a target of reducing waste by 70% in 2025. The industrial sector needs to be actively involved in supporting efforts to control plastic waste.

The increasing environmental awareness around the world has driven a significant shift in consumer behavior (Chang et al., 2020). Consumers are beginning to realize that their purchasing decisions have a direct impact on environmental issues, prompting them to consider environmental issues and choose more environmentally friendly or green products (Rathnayaka & Wijethunga, 2020). This shift in consumer behavior has created a new demand for products with environmentally friendly green packaging, which is considered more attractive due to consumer awareness of environmental protection (Fabiola & Mayangsari, 2020). Green packaging has emerged as an important component of green knowledge, as it directly addresses the environmental impacts associated with product packaging throughout its life cycle (Gupta, 2021).

Green Promotion plays an important role in shaping consumer environmental knowledge. Promotions carried out by emphasizing the benefits of products for the environment help consumers understand the positive impacts of choosing green products. Unilever carries out green promotion by campaigning for the use of refillable packaging to reduce plastic waste (Subiantoro & Budidharmanto, 2021). Unilever introduces green or environmentally friendly packaging products through products labeled Easy Green as an effort to support environmental conservation (Kashif & Rani, 2021). Easy Green from Unilever is one of the laundry soap products with more environmentally friendly refill packaging (Pitaloka et al., 2023). Green Packaging plays a role in influencing consumer environmental knowledge and green purchase behavior. Environmental knowledge is an important factor in green purchase behavior, including Green packaging and green promotion. Consumers with a deeper understanding of environmental issues are more likely to appreciate the benefits of environmentally friendly packaging and take it into account in their purchasing decisions (Gupta, 2021).

Green Purchase Behavior is an environmentally conscious consumption choice that aims to reduce damage to the environment, influenced by a complex interaction of various factors, including environmental attitudes, social norms,

and perceived product value (Joshi & Rahman, 2015). Green purchasing behavior in Indonesia is still very low. Data provided by the Ministry of Environment and Forestry in 2022 showed that the green purchasing behavior index of Indonesian people was at 55.93 on a scale of 0-100. This shows that there is still a gap between public awareness of environmental issues and their real actions in purchasing environmentally friendly products.

Environmental Knowledge is important for consumers in forming Green Purchase Behavior. Green Knowledge in Indonesian society is included in the high category. This is shown in the data obtained by the Ministry of Environment and Forestry in 2022, the public knowledge index on environmental issues was at 72.67 on a scale of 0-100.

LITERATURE REVIEW

Green Marketing

According to Dahlstrom (2011) in Agustini & Yusiana (2019), green marketing is the offering of products that are not harmful to the environment and the production process is also not harmful to the environment. Green marketing is a marketing mix planning process that utilizes consumer awareness of more environmentally friendly products or services, by changing products, manufacturing processes, and packaging to reduce negative impacts on the environment and meet consumer needs (Widodo et al., 2016)

Green Promotion

Green promotion refers to marketing efforts aimed at educating and changing consumers' perspectives on environmentally friendly products (Irshad, 2025). Companies need to effectively convey messages to customers to ensure that they are committed to initiatives that support the environment. This green promotion can take the form of green advertising, eco-labeling, and educational campaigns that encourage awareness and concern for sustainable products (Agustini et al., 2021).

Guspul (2018) added that green promotion is a strategy used by companies to change public perception of environmentally friendly products by utilizing consumer awareness of the importance of environmental conservation. This promotion aims to improve the company's image while encouraging consumers to consider the environmental impact in their purchasing decisions. Fatimah and Setiawardani (2019) also emphasized that green promotion is a campaign strategy that links a healthy lifestyle and green concepts with products or services and the image of a company that is responsible for the environment.

Overall, green promotion is a marketing communication strategy that emphasizes the values of sustainability and environmental awareness, with the aim of not only increasing sales but also building a positive corporate image and encouraging more environmentally friendly consumer behavior.

Green Packaging

Green packaging is a form of packaging that uses environmentally friendly technology and focuses on efficient use of resources and designs that can

be recycled, decomposed naturally, or reused (Irshad, 2025). The goal is to minimize negative impacts on the environment and consumer health, and increase their awareness of more sustainable products.

Environmental Knowledge

Environmental knowledge is defined as information that includes the relationship between humans and ecosystems (Irshad, 2025). Environmental knowledge influences consumers' likelihood of forming green purchasing behavior. The higher a person's level of knowledge about a product's environmental impact, the more likely they are to choose a product that supports sustainability. This includes an understanding of environmental issues, challenges, and potential solutions, which are essential for making informed decisions and promoting environmental management.

Green Purchase Behavior

Green purchase behavior is a purchasing behavior carried out by consumers based on awareness of environmental impacts (Joahi & Rahman, 2015). Consumers with green purchasing behavior tend to choose more environmentally friendly products, such as those with recycled packaging or more sustainable raw materials. This behavior is influenced by factors such as green promotion, green packaging, green satisfaction, and environmental knowledge.

According to Utami (2020), green purchase behavior is defined as product consumption behavior that considers its impact on the environment before making a purchase or consumption. Li Jianxin in Xu (2013) explains that green purchase behavior refers to consumer consideration of environmental attributes or characteristics of environmentally friendly products in the purchasing process, especially organic products or products that have minimal environmental impact.

Overall, green purchase behavior is consumer behavior that consciously chooses environmentally friendly products by considering their ecological impact, supported by knowledge and positive attitudes towards the environment as well as motivation to contribute to environmental preservation.

Theoretical Framework

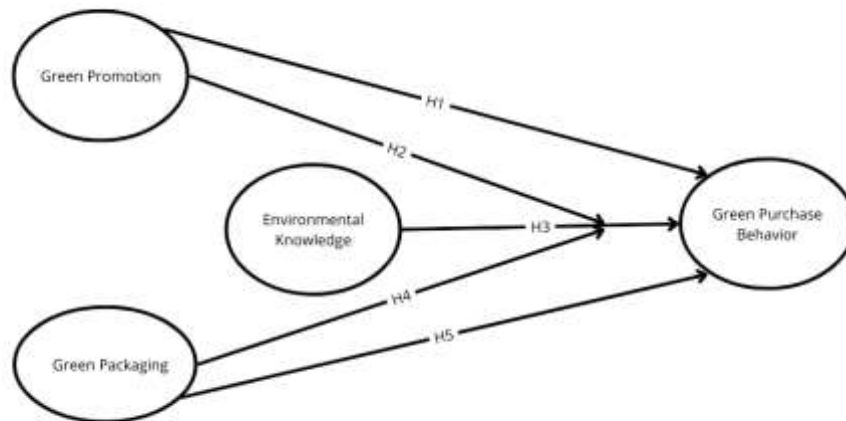


Figure 1 Conceptual Framework
Source: Adopted from Irshad (2025).

Green Promotion, Green Packaging on Green Purchase Behavior

Green Promotion plays an important role in shaping consumer environmental knowledge. Promotions carried out by emphasizing the benefits of products for the environment help consumers understand the positive impacts of choosing green products. According to Irshad (2025), Green promotion is related to green purchase behavior. Green packaging utilizes resources and research techniques optimally to design, produce, and recycle materials that do not have a negative impact on the environment or consumer health. Packaging plays an important role in increasing consumer green knowledge and influencing purchasing behavior for environmentally friendly products (Irshad, 2025). In addition, environmentally friendly packaging can turn passive observers into active consumers.

Environmental Knowledge on Green Purchase Behavior

According to Addisu (2018) in Irshad (2025), environmental understanding has a significant influence on consumers' likelihood of purchasing environmentally friendly products. A study conducted on consumers in the UK revealed that both general and specific knowledge about ecological issues had a positive impact on the consumption of green products (Choi & Johnson, 2019). However, other studies have shown mixed and inconclusive findings regarding the relationship between consumers' environmental knowledge and their intention to purchase environmentally friendly products and actual purchasing behavior (Irshad, 2025).

Green Promotion, Green Packaging towards Green Purchase Behavior through Environmental Knowledge

Environmental conservation policies and efforts have a major impact on people's behavior, involvement, and environmental knowledge, ultimately

contributing to sustainable development, especially in waste reduction (Yusuf & Fajri, 2022). According to Viet (2022) in Irshad (2025), Green marketing initiatives allow companies to meet consumer needs without damaging the natural environment. Environmentally friendly promotions and packaging are key elements in green marketing strategies. According to Taufique et. Al, (2017) in Irshad (2025) said that customer responses, such as green product purchasing behavior in response to green marketing initiatives, are influenced by their level of knowledge about the environment.

Propositions

P1: Green Promotion influences consumer Green Purchase Behavior

P2: Green Promotion influences Green Purchase Behavior through consumer Environmental Knowledge

P3: Environmental Knowledge influences consumer Green Purchase Behavior

P4: Green Packaging influences Green Purchase Behavior through consumer Environmental Knowledge

P5: Green Packaging influences consumer Green Purchase Behavior

METHODOLOGY

This study aims to see the effect of Green Promotion, Green Packaging, Environmental Knowledge on Green Buying Behavior on Easy Green product consumers. This study uses a quantitative method. The sampling technique in this study is non-probability sampling and purposive sampling. Non-probability sampling is a sampling technique that limits or does not give equal opportunities to all elements or units in the population to be involved in the research sample. Purposive sampling is a method of determining samples with certain criteria desired by researchers based on available information. In determining the sample, the purposive sampling method is used with certain criteria. The sample or criteria in this study are Easy Green consumers who live in the city of Bandung and have made purchases on Easy Green products. Data were collected through questionnaires distributed via Google Forms. Responses were measured using a Likert scale with a range of 1 to 5. The analysis technique used in this study is the Structural Equation Model (SEM), namely the analysis model and Partial Least Square (PLS) technique.

RESEARCH RESULT AND DISCUSSION

Environmental issues are now a major problem, especially plastic waste. One of the largest contributors to plastic waste is the household care industry. This paper aims to determine the effect of green promotion and green packaging on green buying behavior through environmental knowledge of Easy Green consumers. Previous research by Irshad (2025) revealed that green promotion is related to green purchase behavior. Green packaging utilizes resources and research techniques optimally to design, produce, and recycle materials that do not have a negative impact on the environment or consumer health. Packaging plays an important role in increasing consumer green knowledge and influencing purchasing behavior of environmentally friendly products (Irshad, 2025). In

addition, environmentally friendly packaging can turn passive observers into active consumers.

Previous studies have revealed that green marketing allows companies to meet consumer needs without damaging the natural environment. Environmentally friendly promotions and packaging are key elements in green marketing strategies. According to Taufique et. Al, (2017) in Irshad (2025) said that customer responses, such as green product purchasing behavior in response to green marketing initiatives, are influenced by their level of knowledge about the environment.

The results of this study strengthen the theory that green promotion and green packaging not only have a direct impact on green purchasing behavior, but also indirectly through increasing environmental knowledge. Effective promotions, such as educational campaigns and eco-labeling, can increase consumer understanding of the importance of choosing environmentally friendly products. This encourages consumers to consider sustainability aspects more in their purchasing decisions.

Green packaging, which emphasizes the use of recyclable or biodegradable materials, has also been shown to increase consumer knowledge and awareness of the environmental impacts of product packaging. Consumers who understand the benefits of green packaging are more likely to change their purchasing behavior towards more sustainable ones.

The study also found a gap between high levels of environmental knowledge and green purchasing behavior, which is still moderate in Indonesia. This indicates the need for further efforts from companies and the government to educate and encourage consumers so that the knowledge they have can be implemented in real actions, such as choosing and buying environmentally friendly products consistently.

Practically, the results of this study provide implications for companies to design marketing strategies that not only highlight the environmentally friendly aspects of the product, but also actively educate consumers about the benefits and importance of sustainable consumption behavior. Thus, companies can contribute to reducing plastic waste and support the government's target in national waste management.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study aims to determine the relationship between Green Promotion, Green Packaging, Environmental Knowledge and Green Buying Behavior on consumers of Easy Green products. This study contributes to the influence of the relationship between the theory of green promotion, green packaging and environmental knowledge in forming green purchasing behavior on Easy Green products.

Based on the results of the research that has been conducted, it can be concluded that green promotion and green packaging have a significant influence on the green purchase behavior of Easy Green product consumers, both directly and indirectly through environmental knowledge. Effective green

promotion can increase consumer knowledge and awareness of the importance of environmentally friendly behavior. Likewise, the use of green packaging not only has a positive impact on the environment, but also increases consumer knowledge which ultimately encourages them to make purchases of environmentally friendly products. Green promotion and green packaging play an important role in shaping green purchase behavior, with environmental knowledge as a crucial mediating factor. Efforts to increase consumer environmental knowledge are key to encouraging changes in consumption behavior towards a more environmentally friendly direction.

This study also found that environmental knowledge acts as a mediator that strengthens the relationship between green promotion, green packaging, and green purchase behavior. This means that the higher the consumer's knowledge of environmental issues, the more likely they are to choose and buy environmentally friendly products.

Recommendation

- a. Companies need to increase the intensity and quality of green promotions, such as educational campaigns, eco-labeling, and consistent promotion of the benefits of environmentally friendly products.
- b. Innovations in green packaging must continue to be developed, for example by using materials that are easily biodegradable, recyclable and environmentally friendly.
- c. Involving consumers in recycling or refill programs to increase active participation in protecting the environment.
- d. The government can strengthen regulations and incentives for companies that implement green marketing practices and use environmentally friendly packaging.
- e. Conducting ongoing education to the public about the importance of sustainable consumption behavior and the positive impacts of purchasing environmentally friendly products.
- f. The public is expected to be more active in seeking information and increasing their knowledge about environmental issues so that they can make wiser and more environmentally friendly purchasing decisions.

ADVANCED RESEARCH

Building upon the findings of this study, future advanced research can explore the dynamic interplay between digital engagement strategies and environmental knowledge as a moderating variable in the relationship between green marketing elements (such as green promotion and green packaging) and green purchase behavior. Specifically, longitudinal or experimental studies could examine how sustained exposure to interactive digital green campaigns such as gamified sustainability challenges or influencer-driven eco-content shapes consumers' cognitive and emotional responses toward environmentally friendly products over time. Moreover, incorporating psychographic segmentation and behavioral analytics could offer deeper insights into how different consumer profiles internalize green messages and translate them into purchasing behavior.

Integrating these approaches can help refine theoretical models in green consumer behavior and support more targeted, data-driven interventions for promoting sustainable consumption.

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