WHEN GREEN MEANS BUY: THE POWER OF AWARENESS IN F&B MARKET

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Abstract -The amount of environmental crisis and climate change is concerning, which have increased the awareness and urgency towards sustainable consumption and lifestyle, particularly in the urban markets. The food and beverage sector isconsidered important inthis context since it contributes substantially to plastic waste and household consumption activities. This study is based on SORtheory to examine the influence of sustainable green practices and green marketing on green purchase intention, mediated byconsumer awareness in the Greater Jakarta food and beverage (F&B) sector. Data was collected by a non-probability purposivesampling through an online questionnaire distributed via Google Forms, with the Bernoulli formula applied to address responseuncertainty. This study utilized Structural Equation Modeling (SEM) to analyze the relationships among variables. The resultsshow that sustainable green practices and green marketing have a significant positive effect on consumer awareness, which inturn significantly influences green purchase intention and mediates the relationship between green marketing, sustainabilitypractices, and green purchase intention. These findings suggest that sustainability efforts in the F&B sector are more effectivewhen supported by perceivable and consistent communication to raise consumer awareness, offering theoretical and practicalimplications for businesses in promoting and developing environmentally responsible consumption in urban markets.

Keywords - Consumer Awareness, Green Marketing, Green Purchase Intention, Sustainable Green Practices

I. INTRODUCTION

The world is facing an escalating environmental crisis that demands urgent collective climate actions as mandated by the United Nations Sustainable Development Goals (UN SDG) 13. The impacts of climate change and pollution highlight the critical need to integrate sustainability into production and consumption systems. One of the major drivers of this climate change is plastic pollution, whose lifecycle–from production to mismanagement–significantly contributes to greenhouse gas (GHG) emissions [1].

This is reflected in Plastic Overshoot Day 2025, when global plastic production overloads the planet's capacity to manage it safely, resulting in 31.9% of global plastic waste being mismanaged and leaking into air, water, and soil, worsening climate and environmental degradation [2]. Indonesia severely reflects this challenge. In 2023, it generated 10.8 million tons of plastic waste, nearly 20% of its total 56.63 million tons of waste, with a recycling rate of only 22% [3]. Over 60% of this waste comes from households, mainly through packaged food and beverage consumption [4]. Due to the harmful impact from mismanaged packaging waste as it degrades, the Food and Beverages sector is at the center of the plastic waste issue, positioning it as both a major contributor and a strategic actor in promoting sustainable consumption to mitigate climate change.

In response, both Consumer awareness and corporate commitment in sustainability are evidently increasing. The Deloitte Global Consumer Signals Survey 2024 shows that 67% of consumers view climate change as an emergency, 72% have adjusted their consumption behavior, and 37%, especially younger consumers–are willing to make trade-offs for eco-friendly products [5]. Identically, from the corporate side, 69% of companies worldwide have increased their sustainability investments and 70% see sustainability as a strategic business approach rather than mere compliance [6]. This alignment supports the concept of green purchase intention, consumers' willingness to buy environmentally friendly products, which strongly predicts actual purchasing behavior [7].

In Indonesia, sustainability-oriented behaviors are increasingly evident. A 2025 Kompas survey found that 91% of Indonesians support climate action, 81% link climate change to human activities, and 50% experience its daily impacts [8]. Also, demand for sustainable packaging is growing 2.7 times faster than conventional alternatives globally [9]; in Indonesia, 84% of the respondents have purchased sustainable products at least once [10].

Although studies showed that green marketing, consumer awareness, and sustainable practices positively affect purchase intention [11], [12] integrated research in the F&B sector, particularly in Southeast Asian and Indonesian context remains limited [13]. Therefore, addressing this gap is crucial, given the sector's significant role in household waste and its potential to encourage responsible consumption along with actively reducing carbon footprint.

II. LITERATURE REVIEW

A. Stimulus-Organism-Response Model

SOR explains how external stimuli (S) affects individual internal states (O), then triggers the individual behavioral response (R). Previous studies mentioned that these external stimuli may include green product price, customers' perceptions towards green company image, and environmental concerns [14]. However, this model remains understudied and needs more thorough investigation in other possible external stimuli that may affect green purchase intention [13].

B. Sustainable Green Practices

Sustainable green practices in broader context may refer to the overall corporate business model and actions which are aligned towards the ESG principles [15]. The scope of this construct includes every corporate action which is aimed to reduce the environmental impact from the business itself in both tangible or intangible forms, namely such implementing eco-friendly practices which are observable by the customers namely such, using sustainable packaging, serving or producing organic and/or eco-friendly products, plus promoting its own green values and practices to its own customers [16].

This is supported by these latest studies, which showed that CSR increases purchase intentions primarily by increasing brand engagement [17]. Additionally, in F&B industry context, using eco-friendly packaging [18] may influence consumer's green perception, and intermediary effect such this would help in triggering green purchase intention [19]. Accordingly, it is hypothesized that:

H1: There is a significant relationship between sustainable green practice and green purchase intention.
H2: There is a significant relationship between sustainable green practices and consumer awareness.
H6: There is a significant relationship between sustainable green practices and green purchase intention with consumer awareness as a mediator.

C. Green Marketing

Green Marketing is a set of techniques to convey environmentally friendly messages about the companies' products and services to influence customers' green purchase behavior [20]. This construct encompasses many aspects within the company's actions according to the green marketing mix principles, namely green packaging, green labelling, green pricing, green place, and green promotions [21].Green marketing is the key component to build consumer awareness in sustainable products, practices, and services [22]. A well-structured green marketing which involves social and psychological factors also significantly encourages environmentally responsible buying behavior [23]. Similarly, by increasing consumer awareness also fosters positive environmental attitudes and engagement, which ultimately translated green marketing efforts into stronger green purchase intention [24]. Therefore, from these multiple studies above, the synthesized hypothesis is named:

H3: There is a significant relationship between green marketing and consumer awareness.

H4: There is a significant relationship between green marketing and green purchase intention.

H7: There is a significant relationship between green marketing and green purchase intention with consumer awareness as a mediator.

D. Consumer Awareness

Consumer Awareness refers to the consumer's attitude, behavior, and belief toward the products they consume are beneficial for themselves and the environment [12]. The latest study added that this behavior may include willingness to pay a premium for eco-friendly products, reflecting their commitment to sustainability and positive perceived value of the product [25]. However, this behavior may also depend on the consumers' consumer environmental literacy and environmental concern [26]. Recent reviews further clarified the mechanisms and boundary conditions of this relationship by identifying attitude, moral obligation, and perceived behavioral control as common mediators for green purchase intention [27]. Moreover, other studies which tested the moderation and mediation effect also stated that awareness may operate indirectly by forming a green self-identity or influencing attitude rather than exerting a universal direct effect on intention [28]. Thus, this study posits that:

H5: There is a significant relationship between consumer awareness and green purchase intention.

E. Green Purchase Intention

Green Purchase Intention (GPI) is defined as consumer's tendency and orientation to choose and willingness to pay more for green products, as well as promoting it to others [29]. Other studies emphasized behavioral/communicative aspects, namely social media marketing and eco-labelling, to effectively shape GPI in consumers [30]. GPI is also positioned as an outcome of green marketing and CSR efforts by measuring the consumers' likelihood to purchase green products, often mediated by green brand image [31]. Another study described the GPI as a dependent behavioral intention in green marketing strategy models, which measured consumers' motivational intentions and perceived trust/value regarding the product [21].

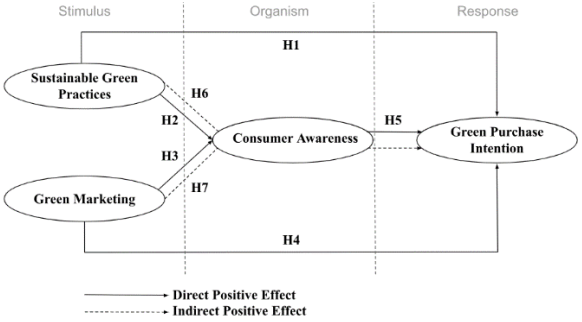

Fig. 1. Research model

II. METHODOLOGY

A. Research Design and Approach

This study utilizes a cross-sectional survey with a quantitative design to test the conceptual model and examine the hypothesized relationships using PLS-SEM. This research was conducted in the Greater Jakarta region of Indonesia, purposively selected as a major economic hub with a dense concentration of Food and Beverage (F&B) brands. Its large population and diverse demographics provide a representative sample, enhancing the validity and generalizability of the findings.

B. Data Collection

This study employed judgmental non-probability sampling, specifically purposive sampling, to select relevant participants [32]. Data was collected through an online survey targeting F&B consumers in Greater Jakarta. Due to the sheer amount of population, the Bernoulli formula was applied to determine the sample size [33]. With a 5% significance level, 95% confidence level (Z = 1.96), and 10% margin of error, the minimum sample required was 96 respondents. A total of 320 responses were collected. Participants were youth with independent purchasing power, of any gender, and had at least one year of regular F&B service use in Greater Jakarta, ensuring sample relevance.

The research instrument was developed through a review of relevant literature and previous empirical studies. The first part of the questionnaire measured Sustainable Green Practices adapted from [16]; Consumer Awareness from [34]; Green Purchase Intention from [35]; and Green Marketing from [36]. This study uses a questionnaire-based survey to collect primary data, measured with a four-point Likert scale ranging from strongly disagree (1) to strongly agree (4).

Structural Equation Modelling (SEM) was used for data analysis. SEM is an advanced multivariate technique combining factor and path analysis, enabling researchers to examine relationships between multiple exogenous and endogenous variables with numerous indicators [37]. This analysis was conducted by SMARTPLS 4.

III. RESULT AND DISCUSSION

A. Demographic Profile Respondents

The results showed more female than male participants (66.3% vs. 33.8%). Most participants earned below five million Rupiahs per month and were predominantly Gen Z. Around 90% mentioned popular Indonesian F&B brands, including some famous conglomerates like Indofood and Unilever, restaurant chains such as McDonald's and KFC, and beverage brands like Chatime and Teazzi.

B. Measurement Model Analysis

The research validity is measured by the Average Variance Extracted (AVE) and Fornell Larcker value, while reliability is measured by the Composite Reliability value [38]. The convergent validity of each variable, indicated by the Average Variance Extracted (AVE), is above 0.50, meaning all variables meet the AVE criteria. Discriminant validity is based on the Fornell Larcker Criterion value shows that the square root of AVE is greater than the highest correlation with other constructs. Composite Reliability, with an acceptable value above 0.70 for exploratory research, also exceeds 0.70 for all variables [38].

C. Structural Model Analysis

The R-squared value indicates the percentage of an independent variable's ability to explain the dependent variable. An R-squared of 0.75 is substantial, 0.50 is moderate, and 0.25 is weak [38]. The R-squared for Consumer Awareness is 0.477, meaning 47.7% of its variation is explained by the independent variables. The R-squared for Green Purchase Intention is 0.375, meaning Sustainable Green Practices, Green Marketing, and Consumer Awareness explain 37.5% of its variation.

D. Hypotheses Testing

The path coefficient value is used to determine the magnitude of the influence of the independent variable on the dependent variable. A hypothesis is considered significant if the t-statistic is greater than 1.96 and the p-value is less than 0.05 [38].

Hypothesis	Path Coefficients	T-Statistics	P-Value	Remarks
SGP→GPI	-0.020	0.390	0.696	Insignificant
SGP→CA	0.351	5.808	0.000	Significant
GM→CA	0.460	8.881	0.000	Significant
GM→GPI	0.467	7.354	0.000	Significant
CA→GPI	0.339	5.342	0.000	Significant
SGP→CA→GPI	0.119	3.655	0.000	Significant
GM→CA→GPI	0.156	4.985	0.000	Significant

Notes: SGP: Sustainable Green Practices; GM: Green Marketing; CA: Consumer Awareness; GPI: Green Purchase Intention

Table I. Hypotheses Testing

E. Discussion

This study applies the Stimulus–Organism–Response (SOR) framework in the Indonesian food and beverage (F&B) industry to examine the relationships among sustainable green practices, green marketing, consumer awareness, and green purchase intention. The findings reveal that sustainable green practices do not directly influence green purchase intention, instead they affect consumer awareness as a mediating variable, supporting prior research [19], [24]. Consistent with earlier studies, the results also show that tangible green actions and effective green marketing enhance consumer environmental awareness, which subsequently drives green purchase intention [16], [20], [39]. Overall, this study highlights that sustainability initiatives alone are insufficient to shape consumer purchasing behavior without raising the consumers' awareness through a clear and tangible communication, thus positioning consumer awareness as a key mechanism in linking corporate green practices to consumers' behavioral outcomes.

IV. CONCLUSION

This study concludes that sustainable green practices in the food and beverage industry such as using sustainable packaging, offering organic or ecofriendly products, and implementing environmentally responsible operations are not sufficient on their own to influence consumers' purchase intention. These practices must be clearly visible and effectively communicated to consumers through engaging and credible green marketing, particularly through strategic digital marketing channels such as social media, websites, and online advertisements. In today's digital era, digital marketing plays a crucial role in amplifying sustainability messages, increasing brand transparency, and strengthening consumer awareness. When companies actively promote their green values and sustainability initiatives through integrated green and digital marketing strategies, consumers become more conscious of the companies' actions, feel emotionally involved, and are more inclined to support the brand through their purchasing decisions. Hence, effective communication, especially through digital marketing, plays a central role in transforming sustainability efforts into consumer interest, emotional engagement, and stronger purchase intention.

A. Theoretical Implications

In the contemporary business landscape, responding to consumers' environmental concerns, particularly among Generation Z and Millennials, has become a strategic imperative rather than a discretionary initiative. These findings of this study indicate that sustainable green practices alone are insufficient to directly stimulate green purchase intention. Instead, firms must strategically translate these practices into perceptible value propositions that enhance consumer awareness. For practitioners in the F&B industry, sustainability should therefore be positioned as a source of market differentiation by converting tangible green attributes into credible and measurable unique selling propositions through integrated and engaging digital green marketing techniques.

B. Practical Implications

Empirical evidence from industry practice further strengthens this argument, as demonstrated by Unilever's sustainability campaign "A Great Deal for Everyone," which compellingly combined product promotion, consumer education, and verifiable environmental action through a fully integrated omnichannel strategy, including in-store and e-commerce activations, digital and social media, radio, and experiential marketing [40]. By clearly linking each consumer purchase to mangrove restoration initiatives carried out with strategic partners, the campaign transformed everyday buying behavior into meaningful environmental participation. The results were remarkable, generating a 12% increase in sales, 63 million positive sentiments, and reaching 9.8 million consumers, while simultaneously delivering tangible environmental outcomes, such as the 6,000 mangroves replantation aimed to restore more than one hectare of land, and a reduction of 120,000 kg of CO_2-equivalent emissions [40]. This case clearly illustrates that sustainability initiatives, when supported by data-driven digital strategies such as SEM optimization, algorithm-based targeting, AI-generated content, and real-time engagement analytics, and communicated in a relevant, transparent, and impact-driven manner, can effectively build consumer trust, elevate green purchase intention, and enhance business performance, underscoring the strategic importance of consumer awareness as the critical link between sustainable practices and purchasing behavior.

C. Limitations and Future Suggestions

Nevertheless, this study has several limitations. The research focuses on purchase intention rather than actual buying behavior; thus, it lacks explanatory power of whether consumers ultimately proceed to make purchases. In addition, the sample is dominated by Generation Z respondents within the Indonesian context, which may limit the generalizability of the findings. Future research is encouraged to elaborate purchase decision or actual purchasing behavior as an outcome variable and to involve more diverse demographic and cultural samples such as the Millennial cohort.

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