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Eco-Packaging : The Role of Attitude & Brand Image in Green Purchases

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Abstract:

This study aims to analyze the effect of green packaging on green purchase intention by considering the role of attitude (green attitude) as an intervening variable and brand image as a moderating variable. The background of this study is based on the increasing problem of plastic pollution and the need for sustainable solutions. The method used is a quantitative approach with data collection through questionnaires distributed to 190 respondents in Denpasar City. The results of the analysis using Structural Equation Modeling (SEM) show that green packaging has a significant effect on attitudes and green purchase intentions. In addition, attitude is also proven to mediate the relationship between green packaging and purchase intention. However, brand image does not show a significant moderating effect. The conclusion of this study confirms the importance of green packaging in increasing consumers' positive attitudes and their purchase intentions towards green products, while brand image needs to be further considered for the development of effective marketing strategies.

Keywords: *Green Purchase Intention, Green Attitude, Brand Image, Green Packaging*

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1. Introduction

Plastic pollution has become one of the most pressing environmental challenges in recent decades due to the significant increase in the production and disposal of plastic products. Businesses that heavily rely on plastic-based production processes have inadvertently contributed to the growing issue of plastic waste, much of which is difficult to recycle. The production and disposal of plastics not only lead to the accumulation of non-biodegradable waste but also result in the emission of greenhouse gases and the release of toxic substances into the environment. These pollutants accumulate in land, water, and air, exacerbating environmental degradation and threatening ecosystems worldwide.

In addition to environmental impacts, plastic pollution poses severe risks to human health. The lifecycle of plastics, from production to disposal, is associated with the release of harmful chemicals. Many traders and businesses continue to opt for non-environmentally friendly plastic bags due to their lower cost compared to biodegradable alternatives (Abdul Rahman, 2022). However, certain chemicals commonly found in plastics, such as bisphenol A (BPA) and phthalates, are known to disrupt the endocrine system, leading to various health problems. Research indicates that BPA exposure in women has been linked to conditions such as obesity, endometrial hyperplasia, recurrent miscarriage, infertility, and polycystic ovary syndrome (Eskenazi et al., 2007). Furthermore, substances like persistent organic pollutants (POPs),

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benzene, and volatile organic compounds (VOCs) are associated with detrimental health effects, ranging from respiratory issues to carcinogenic risks (Van Tran et al., 2020).

The severity of plastic pollution has spurred interest in sustainable alternatives, particularly eco-friendly packaging. Eco-friendly packaging, which is designed to be reusable, recyclable, and biodegradable, has been widely recognized as a critical step toward addressing the plastic waste crisis. Numerous studies have explored the relationship between eco-friendly packaging and consumer behavior. For example, previous research highlights that environmentally friendly packaging can enhance brand image, foster consumer loyalty, and influence purchasing decisions (Galih et al., 2017; Wahyu et al., 2022). Eco-friendly packaging is also seen as an integral part of green marketing, a strategy that emphasizes sustainability to attract environmentally conscious consumers (Damayanti & Nuvriasari, 2019).

Despite these findings, gaps remain in understanding the complexities of consumer behavior related to eco-friendly packaging. While some studies, such as Kusumawati and Tiarawati (2022), demonstrate a positive relationship between green packaging and purchasing intentions, others, like Harun et al. (2014), report no significant correlation. This inconsistency highlights a need to investigate additional factors that mediate or moderate the influence of eco-friendly packaging on consumer decisions. Specifically, there is limited evidence on how green attitudes—consumer perceptions and values toward sustainability—and brand image impact the relationship between eco-friendly packaging and purchasing decisions.

This study seeks to address these gaps by examining the mediating role of green attitude and the moderating role of brand image in the context of eco-friendly packaging. The focus on The Body Shop, a global pioneer in sustainable practices, provides an opportunity to explore how businesses can effectively leverage green marketing strategies to influence consumer behavior. The Body Shop's commitment to sustainability, reflected in its recycling initiatives and use of eco-friendly packaging, offers a compelling case for studying the interplay between customer experience, green attitudes, and brand image.

The novelty of this research lies in its comprehensive approach to analyzing the dynamics between eco-friendly packaging, consumer attitudes, and brand perception. By incorporating green attitude as a mediating variable and brand image as a moderating variable, this study provides deeper insights into the mechanisms through which sustainable practices impact consumer purchasing intentions. The findings are expected to contribute to both academic discourse and practical applications by offering actionable recommendations for businesses seeking to enhance their sustainability efforts and align with consumer values.

2. Theoretical Background

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is broadly applicable to various behavioral studies, encompassing behavior, intention, attitude, and belief. Intention refers to the effort made by individuals in performing an action and is influenced by three key elements: subjective norms, attitudes, and perceived behavioral control. Subjective norms reflect the expectations of others and the social pressures regarding whether a behavior should be undertaken. Attitudes refer to an individual's evaluation of whether a behavior is favorable or unfavorable, while perceived behavioral control indicates the perceived ease or difficulty of performing the behavior (Shirahada & Zhang, 2022).

Green Packaging

Packaging serves as a competitive advantage in the marketplace for numerous consumer products. Even minor changes in packaging can lead to significant increases in brand sales, often requiring relatively low investment (Barber et al., 2010). Packaging should therefore be regarded as an integral element of both the product and the brand itself. Effective packaging captures customer attention, communicates imagery that influences perceptions and emotions, and ultimately encourages purchasing behavior (Wahyuningsih et al., 2022).

Green Attitude

Attitude is a person's positive or negative evaluation, tendency, or feeling toward an object or behavior (Krosnick et al., 2005). According to Aprianti (2018), attitude is a psychological tendency expressed through the evaluation of specific objects with varying levels of favor or disfavor. Chen et al. (2017) argue that ecological attitudes significantly shape individual perspectives toward organic products. When individuals strive to behave more responsibly, they are likely to exhibit a positive attitude.

Brand Image

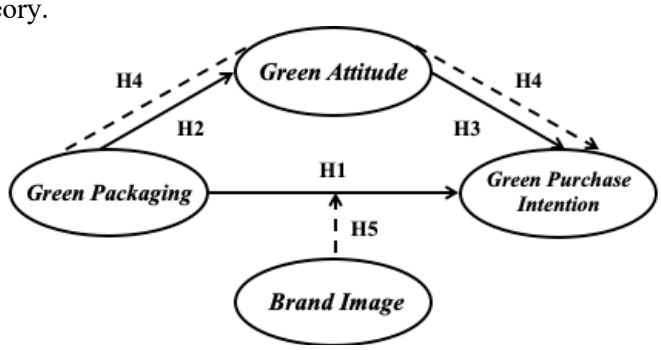
Green brand image refers to "a set of specific ideas, thoughts, and concerns about a brand that are associated with sustainability and environmental issues from the perspective of consumers" (Bashir et al., 2020). It is a subset of the overall brand image. Companies committed to offering environmentally friendly products can enhance consumers' perceptions of quality, thereby strengthening their green brand image (Kumar et al., 2023).

Green Purchase Intention

The decision to purchase is a critical aspect of consumer behavior. According to Alamin and Ratnasari (2019), green consumer behavior encompasses "a series of actions that drive individuals to choose products with more environmentally friendly attributes compared to conventional alternatives." These behaviors are influenced by a combination of variables, particularly the beliefs and opinions held by individuals who are motivated to act sustainably.

Conceptual Framework

Consumer purchasing interest in The Body Shop's green packaging can be triggered by public awareness of current environmental issues with the use of organic and natural skin care. However, considering previous studies that obtained negative results in the relationship between green packaging and green purchase intention, the author uses 1 intervening variable, namely green attitude, which may be able to influence the relationship between green packaging and green purchase intention, and uses 1 moderating variable, namely brand image, which may be able to influence the strength of the relationship between green packaging and green purchase intention. The researcher proposes a conceptual framework in examining/studying consumer purchasing interest in green packaging using the Theory of Planned Behavior as a grand theory.



Picture1. Conceptual Framework

Hypothesis
H1: The more superior the green packaging, the more it will increase green purchase intention.
H2: The more superior the green packaging, the more it will increase green attitudes.
H3: The greater the green attitude, the greater the green purchase intention.
H4: Green Attitude is able to mediate the relationship between green packaging and green purchase intention.
H5: Brand Image can moderate the relationship between green packaging and green purchase intention.

3. Methodology

Types of research
This study relies on quantitative data. In his research Afif et al. (2023)mentions the quantitative approach is a method that primarily uses the post-positivism paradigm in the development of science, this approach includes thinking about causal relationships, variable reduction, and testing certain hypotheses and questions through measurement, observation, and theory testing. This method involves various research strategies, including experiments and surveys, which require the collection of statistical data.

Population and Research Sample
The population applied in this study is the entire population of Denpasar City, which amounts to 748.40 thousand people per year 2023. The sample collection technique uses a nonprobability sampling method, namely purposive sampling. Researchers rely on SEM (Structural Equation Modeling) to determine the sample size. According to the theory (Hair & Alamer, 2022), the recommended sample size for the maximum likelihood estimation (MLE) technique is between 100-200. In accordance with this theory, the author will use a sample size of 190 samples.

Method of collecting data
The data collection method applied in this study is questionnaire distribution Achmad & Ida, (2018) revealed that the questionnaire consists of a series of written questions used to collect information from respondents, both regarding personal data and things they know. The development of the era, questionnaires are no longer only distributed through paper media, but can also be done through the Google Form application which is then shared through social media.

Data analysis
Descriptive Statistical Analysis
Statistics that can be used to describe or explain data empirically are called descriptive statistics.(Sugiyono, 2023). The descriptive statistics section is the presentation of data which is done through tables, graphs, pie charts, pictograms, as well as the calculation of mode, median, mean, decile, and analysis of data distribution using the average and standard deviation (Sugiyono, 2023).

Inferential Data Analysis
The data were analyzed using the Structural Equation Modeling (SEM) approach with the help of Partial Least Squares (PLS) software. Inferential analysis was applied to evaluate the sample data, and the results were used to draw conclusions for the population. The conclusions drawn for the population were based on the sample data by considering the possibility of error and the level of confidence, expressed in percentage. These levels of error and confidence are known as the level of significance, the testing of which will be more effective if based on a particular data analysis method (Sugiyono, 2023).

4. Empirical Findings/Result

Measurement Evaluation (Outer Model)
The Outer Model in SEM analysis is a component of the structural equation model applied in the Partial Least Squares method. The Outer Model functions to evaluate construct validity, namely the extent to

which latent variables are represented by indicators that can be observed through directly measurable indicators. This model assesses the quality of measurement of latent variables that cannot be measured directly (JF Hair et al., 2018). In the outer model analysis using SmartPLS, there are three main aspects that are evaluated: Loading Factor, construct validity and reliability, and discriminant validity.

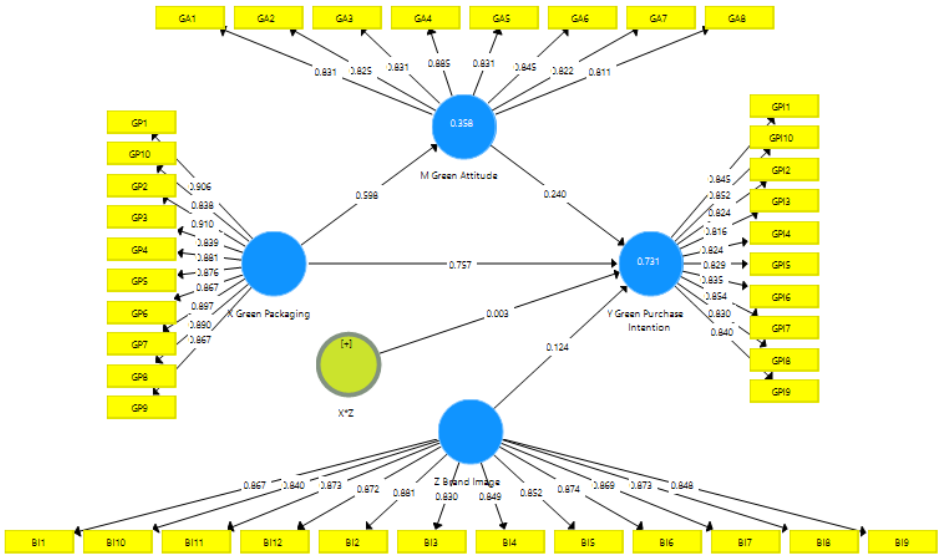


Figure 2. Outer Model

Convergent Validity

Convergent validity is used to evaluate the extent to which a construct is related to another construct that should have a theoretical relationship. This validity assessment is carried out by analyzing the Loading Factor and Average Variance Extracted (AVE) values for each construct. If the AVE value exceeds 0.50, this indicates that more than half of the indicator variance can be explained by the construct, which indicates good convergent validity. In other words, a high AVE value indicates that the indicators are effective in measuring the intended construct. The Loading Factor values for each indicator in this study can be seen in the following table.

Table 1. Loading Factor Value of Each Indicator

Indicator	X Green Packaging	M Green Attitude	Z Brand Image	Y Green Purchase Intention	Note
GP1	0.906				Valid
GP2	0.910				Valid
GP3	0.839				Valid
GP4	0.881				Valid
GP5	0.876				Valid
GP6	0.867				Valid
GP7	0.897				Valid
GP8	0.890				Valid
GP9	0.867				Valid
GP10	0.838				Valid
GA1		0.831			Valid
GA2		0.825			Valid
GA3		0.831			Valid

Indicator	X Green Packaging	M Green Attitude	Z Brand Image	Y Green Purchase Intention	Note
GA4		0.885			Valid
GA5		0.831			Valid
GA6		0.845			Valid
GA7		0.822			Valid
GA8		0.811			Valid
BI1			0.867		Valid
BI2			0.881		Valid
BI3			0.830		Valid
BI4			0.849		Valid
BI5			0.852		Valid
BI6			0.874		Valid
BI7			0.869		Valid
BI8			0.873		Valid
BI9			0.848		Valid
BI10			0.840		Valid
BI11			0.873		Valid
BI12			0.872		Valid
GPI1				0.845	Valid
GPI2				0.824	Valid
GPI3				0.816	Valid
GPI4				0.824	Valid
GPI5				0.829	Valid
GPI6				0.835	Valid
GPI7				0.854	Valid
GPI8				0.830	Valid
GPI9				0.840	Valid
GPI10				0.852	Valid

Source: SmartPLS Output, (2024)

Based on the table above, the Loading Factor value for each indicator shows a value above 0.7. Therefore, all indicators can be included in this study and do not need to be removed from the research process.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a statistical measure that functions to assess the extent to which variations in the indicators used to measure a construct can be explained by the construct. AVE reflects the contribution of latent variables to the existing indicator variance. In an evaluation based on AVE, if the AVE value exceeds 0.5, then the variable is considered to have no reliability problems.

Table 2. Average Variance Extracted (AVE) Test Results

	AVE	Note
M Green Attitude	0.698	Valid
Z Brand Image	0.741	Valid
X Green Packaging	0.770	Valid

Y Green Purchase Intention	0.697	Valid

Source: SmartPLS Output, (2024)

The table above shows that all existing variables have an Average Variance Extracted (AVE) value above 0.5. Thus, each variable in this study can represent the latent variable it represents. Therefore, all indicators can still be used in the study and do not need to be removed from the analysis process.

Discriminant Validity

Fornell-Larcker Criterion

The Fornell-Larcker Criteria test is used to assess the relationship between variables in a construct. This process involves two testing methods, namely measuring the correlation between a variable and itself and measuring the correlation between the variable and other variables. In the Fornell-Larcker Criteria test, an evaluation is carried out on the Average Variance Extracted (AVE) value for each variable. The AVE value must be higher than the correlation value between the construct and other constructs. In other words, the AVE of a variable must exceed its correlation with other variables in the same construct. If the AVE value does not meet this criterion, then it is considered that the internal correlation between the variables in the construct is low and does not meet the Fornell-Larcker Criteria requirements.

Table 3. Fornell Lacker Criterion Test Results

	M1 Green Attitude	M2 Brand Image	X Green Packaging	Y Green Purchase Intention
M Green Attitude	0.835			
Z Brand Image	-0.402	0.861		
X Green Packaging	0.598	-0.604	0.877	
Y Green Purchase Intention	0.635	-0.442	0.831	0.835

Source: SmartPLS Output, (2024)

From the table above, it can be seen that the correlation value between variables shows a higher number. Therefore, it can be concluded that the Fornell-Larcker test criteria have been met.

Reliability Test

Reliability Test measures the extent to which the indicators used truly represent the constructs intended in the analysis. This reflects the extent to which the measurement describes the concept or characteristics of the latent variable to be evaluated. Reliability refers to the consistency of measurement results from the same indicator for similar constructs. If an indicator shows a high level of reliability, then the measurement results tend to be consistent when repeated measurements are taken on the same population (Hair et al., 2017).

Cronbach's Alpha

The decision regarding the Cronbach's Alpha Test is made by evaluating the Cronbach's Alpha value obtained. If the value exceeds 0.7, then the variable is considered to meet the reliability criteria and can be used in the study. The Cronbach's Alpha value for each variable in this study can be seen in the following table.

Table 4. Cronbach's Alpha Value of Each Variable

	Cronbach's Alpha	Composite Reliability	Note
M Green Attitude	0.938	0.949	Reliable
Z Brand Image	0.968	0.972	Reliable
X Green Packaging	0.967	0.971	Reliable
Y Green Purchase Intention	0.952	0.958	Reliable

Source: SmartPLS Output, (2024)

The table above shows that all variables listed have values above 0.7. Therefore, all variables used in this study show a good level of consistency in each measurement. Thus, all indicators can still be used in the study and do not need to be removed from the analysis process.

Structural model or Inner model

The inner model is related to the interaction between constructs in the research model. The function of the inner model is to test hypotheses about the relationship between latent variables and analyze the extent to which the relationship is significant. Inner model analysis is useful for understanding the complex interactions between variables in the research model. By testing the inner model, it can be identified whether the relationship between variables has met the significance according to the established hypothesis. In this study, the inner model uses R Square, F Square, T Statistic analysis, or hypothesis testing.

R Square

R Square is a measure that describes the extent to which variations in the dependent variable can be explained by the independent variables in a research model (Hair et al., 2017). The R Square value ranges from 0 to 1, where a value of 1 indicates that the independent variable can predict the dependent variable perfectly. The table below presents the R Square value for each dependent variable in this study:

Table 5. R-Square Test Results

	R Square	R Square Adjusted
M Green Attitude	0.358	0.354
Y Green Purchase_Intention	0.731	0.725

Source: SmartPLS Output, (2024)

F Square

As explained in chapter III of the research method, that in testing and to find out how much influence other predictor variables (also known as exogenous latent variables) have on the structural model, the F-Square Test effect size test is used. F-Square analysis is used to evaluate the strength of the influence (effect size) of exogenous variables on endogenous variables, as well as the influence of mediating variables on endogenous variables (Y). The specified criteria state that a value of 0.35 indicates a strong influence, 0.15 indicates a moderate influence, and 0.02 indicates a weak influence (Melianthi & Darma, 2024). Values below 0.02 are considered insignificant or have no significant effect.(Sarstedt et al., 2020).

Table6. F-Square Test Results

	M Green Attitude	X Green Packaging	X*Z	Y Green Purchase_Intentio	Z Brand Image
M Green Attitude				0,133	
X Green Packaging	0,557			0,525	
X*Z				0,000	
Y Green Purchase_Intention					
Z Brand Image				0,016	

Source: SmartPLS Output, (2024)

Fit Model

The model fit test is used to determine whether a model fits the data. In this study, model fit was evaluated based on the SRMR and NFI values. In order for a model to meet the model fit criteria, the SRMR value must be less than 0.05 (Cangur & Ercan, 2015). According to information from the SMART PLS website, the range of NFI values ranges from 0 to 1, where the closer to 1, the better the quality of the model built (Ringle et al., 2024). The following are the results of the model fit test.

Table 7. Model Fit Test Results

	Saturated Model	**Estimated Model**
SRMR	0.043	0.051
d_ULS	1,516	2,101
d_G	0.945	0.954
Chi-Square	928,639	933,676
NFI	0.885	0.884
	Saturated Model	Estimated Model
SRMR	0.043	0.051
d_ULS	1,516	2,101
d_G	0.945	0.954
Chi-Square	928,639	933,676
NFI	0.885	0.884

Source: SmartPLS Output, (2024)

From the table above, it can be seen that the SRMR value in the saturated model is 0.043 (less than 0.100), while in the estimated model it is 0.051 (also less than 0.100). Thus, the resulting model is considered to meet the eligibility criteria.

Hypothesis Testing

Hypothesis testing in SmartPLS is done using the path coefficient bootstrapping method, which functions to measure the size and direction of the influence of independent variables on dependent variables. The following are the results of testing path coefficients using the bootstrapping method:

Table 8. Hypothesis Test Results

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Hypothesis**
M Green Attitude -> Y Green Purchase_Intention	0.240	0.235	0.061	3,950	0,000	Accepted
X Green Packaging -> M Green Attitude	0.598	0.599	0.046	13,023	0,000	Accepted
X Green Packaging -> Y Green Purchase_Intention	0.757	0.741	0.095	7,935	0,000	Accepted
X Green Packaging -> M Green Attitude -> Y Green Purchase_Intention	0.144	0.139	0.032	4,551	0,000	Accepted
X*Z -> Y Green Purchase_Intention	0.003	0.007	0.014	1,176	0.860	Rejected

Source: SmartPLS Output, (2024)

5. Discussion

Green attitude plays a significant role in shaping consumer behavior, particularly regarding environmentally friendly products. A positive attitude towards the environment often translates into a stronger intention to purchase such products. This finding aligns with the argument by Aprianti (2018) that attitudes are psychological tendencies reflected in evaluations of specific objects or behaviors. Furthermore, Chen et al. (2017) emphasize that ecological attitudes significantly influence individual perspectives on organic or sustainable products, reinforcing the link between green attitudes and purchase intentions.

Green packaging significantly enhances consumer attitudes toward the environment. As noted by Nguyen et al. (2020), sustainable or recyclable packaging can improve consumer perceptions and appreciation of environmental efforts. This aligns with Apriyanti (2018), who highlights that packaging serves not only as a functional aspect but also as a means to convey messages that shape consumer attitudes. The use of green packaging, therefore, creates a favorable perception of sustainability, contributing to the development of positive attitudes.

Green packaging also directly impacts consumers' intentions to purchase environmentally friendly products. According to Kusumawati and Tiarawati (2022), sustainable packaging enhances the appeal of products, motivating consumers to make environmentally conscious purchasing decisions. Similarly, Damayanti and Nuvriasari (2019) state that green packaging adds value to products, encouraging purchase intentions by appealing to environmentally aware consumers. By using eco-friendly packaging, companies demonstrate their commitment to environmental conservation, further strengthening consumer trust and purchase intentions.

The relationship between green packaging and green purchase intention is often mediated by consumer attitudes. Sustainable packaging positively influences attitudes toward the environment, which subsequently drive purchase intentions. This process is consistent with findings by Shirahada and Zhang (2022), who assert that positive attitudes act as mediators in shaping behavioral intentions. When consumers perceive packaging as environmentally responsible, they are more likely to develop a positive attitude toward the product, ultimately enhancing their intention to purchase.

Although green packaging positively impacts purchase intention, this relationship is not significantly moderated by brand image. Brand image, while an essential factor in consumer decision-making, does not necessarily strengthen or weaken the influence of green packaging on purchase intention. Bashir et al. (2020) argue that a green brand image enhances perceived product quality, yet in this context, it does not appear to have a moderating effect. This suggests that while brand image contributes to overall perceptions, it may not directly affect the relationship between packaging and purchase intentions in certain cases.

6. Conclusion

This study demonstrates that Green Attitude significantly influences Green Purchase Intention, confirming the positive relationship between consumers' environmental concerns and their purchasing decisions. Green Packaging also plays a crucial role by significantly enhancing Green Attitude, which in turn positively impacts Green Purchase Intention. Furthermore, Green Packaging directly influences Green Purchase Intention in a positive and significant manner. The mediating role of Green Attitude is confirmed, suggesting that the positive effect of Green Packaging on Green Purchase Intention is partly due to its impact on consumers' attitudes towards sustainability.

However, there are some limitations to consider. First, the study focuses solely on the relationship between Green Packaging and Green Purchase Intention without considering other potential influencing factors such as perceived value or socio-demographic variables. Additionally, the sample used in this

study may not fully represent the broader population, which may limit the generalizability of the findings. Future research could expand the model by incorporating other variables that may affect Green Purchase Intention, such as perceived value and consumer demographics. Moreover, investigating different cultural contexts and industries could provide a more comprehensive understanding of the dynamics involved. Finally, exploring other possible moderators, like social norms or consumer trust in brands, could help further elucidate the complex relationship between Green Packaging and Green Purchase Intention.

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