BISMA (Bisnis dan Manajemen)
Volume 18 Issue 1, October 2025 Page 1–34
DOI: 10.26740/bisma.v18n1.p1-34

Indonesia's young consumers' green purchase intention: understanding the effect of price sensitivity & knowledge

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Abstract
The global plastic waste crisis is escalating, with Indonesia as a major contributor due to high consumption and weak waste management. Eco-friendly bottled mineral water made from recycled materials offers a sustainable option targeting Millennials and Gen Z, who show strong potential for adopting green products. However, gaps between attitudes and purchase intentions remain, requiring investigation into the roles of perceived value, knowledge, and price sensitivity. This study examines the effects of green perceived value (five dimensions), perceived knowledge, attitude, subjective norm, trust, and price sensitivity on green purchase intention, with price sensitivity as a moderator. Based on 504 respondents analysed using PLS-SEM, perceived knowledge significantly influences green perceived value, attitude, and trust. All green perceived value dimensions contribute strongly to the construct. Attitude, subjective norm, and trust positively affect green purchase intention, with attitude and trust as dominant factors. Price sensitivity reduces purchase intention, weakens the effect of subjective norm, but does not alter the attitude–purchase intention link. These findings suggest that personal evaluations and trust remain stable drivers, while social norms are more vulnerable to price pressures.

Keywords:
green perceived value; green purchase intention; perceived knowledge; price sensitivity; recycled PET.

JEL Code: D12, M31 Q53, Q56

Received June 11 2025; Received in revised form September 11 2025; Accepted September 8 2025; Available online October 30 2025

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To cite this document:
Saragi, E., Y. (2025). Indonesia's young consumers' green purchase intention: understanding the effect of price sensitivity & knowledge. *BISMA (Bisnis dan Manajemen), 18*(1), 1–34. https://doi.org/10.26740/bisma/v18n1.p1–34

Introduction

Plastic waste has become a major global environmental concern because it does not decompose and can remain in ecosystems for centuries (García & Robertson, 2017). The rapid growth of single-use plastics has far outpaced the world's capacity to manage waste, leading to widespread pollution that affects

wildlife, ecosystems, and human health (Khan, 2023). By 2015, an estimated 6.3 billion metric tons of plastic waste had been generated worldwide, yet only 9% of it had been recycled, while the vast majority accumulates in landfills (Geyer et al., 2017; Stahel, 2016). In Southeast Asia, Indonesia faces one of the most severe plastic waste problems, ranking among the top five in the region and second globally in plastic consumption (Arumdani et al., 2021; Jambeck et al., 2015). Much of this waste consists of packaging materials such as plastic bottles and bags (Quecholac-Piña et al., 2020), with polyethylene terephthalate (PET) being particularly common due to its light weight and durability (Widiyatmoko et al., 2016). Expanding recycling efforts, especially for PET, offers a practical solution to reduce environmental harm and reliance on virgin resources (Cui et al., 2020; Benavides et al., 2018). For Indonesia, improving recycling infrastructure and advancing PET recycling technologies are critical steps in addressing its plastic waste crisis and contributing to global sustainability. One example of such recycling application is eco-friendly bottled mineral water made from recycled materials, which demonstrates how consumer products can support circular economy initiatives.

Through the use of environmentally friendly materials, the product contributes to reducing reliance on single-use plastics and supports broader sustainability efforts (Relawati et al., 2023). This initiative aligns with the growing recycled plastics market, projected to reach USD 77 billion by 2030 with a 4.8% annual growth rate (Precedence Research, 2021). Rising environmental concerns have influenced consumer behavior, increasing demand for green products (Cheung et al., 2019). However, despite growing awareness, many consumers remain skeptical about the quality, safety, and pricing of green products, perceiving them as expensive despite their recycled content (McCarty & Shrum, 1994; Luchs et al., 2010; Lin & Chang, 2012; Basiri & Heydari, 2017; Shen et al., 2018; Seydal et al., 2002). This creates a gap between positive attitudes and actual purchasing behavior (Joshi & Rahman, 2015).

In the context of green purchase intention studies in Indonesia, green perceived value (GPV) remains relatively underexplored despite its critical role in shaping consumer decisions toward environmentally friendly products. Prior studies by Tarigan et al. (2020), Amalia et al. (2021), and Anisa & Jadmiko (2023) have either not fully incorporated GPV or have examined it through limited dimensions. To capture the complexities of consumer perceptions more accurately, GPV should be treated as a multidimensional construct, as proposed by Sweeney & Soutar (2001), encompassing functional, conditional, emotional, social, and epistemic values (Sangroya & Nayak, 2017).

This study also investigates the role of trust, which is particularly relevant given instances of companies making sustainability claims without sufficient evidence (Ha et al., 2022). Such greenwashing practices may fuel consumer skepticism, ultimately weakening purchase intentions even when attitudes toward

green products are positive (Leonidou & Skarmeas, 2015). Additionally, this study considers the influence of product knowledge on green perceived value and purchase intention, as highlighted by Wang and Hazen (2012). Another important but often overlooked factor in the Indonesian context is price sensitivity. In developing economies like Indonesia, consumers tend to be highly price sensitive with purchasing decisions often driven by value-for-money considerations (International Trade Administration, 2021). Therefore, this study integrates green perceived value, trust, product knowledge, and price sensitivity to provide a more comprehensive understanding of the factors influencing green purchase intention among Indonesian consumers.

Gen Z and Millennials play a key role in the adoption of environmentally friendly products in Indonesia. These two generations make up the largest demographic groups in Indonesia, accounting for 27.94% and 25.87% of the total population, respectively (Heriyanto et al., 2024). Millennials have stronger purchasing power, contributing USD 2.45 trillion to the global economy in 2015, while Gen Z, although still financially dependent, tends to be more concerned about sustainability and is willing to pay a high price for sustainable products (Firstinsight, 2020; Gomez et al., 2023). Unlike previous generations, young consumers are seeking functional products and brands that demonstrate a commitment to social and environmental responsibility (Sanny et al., 2023; Sari et al., 2023). Therefore, understanding how psychological factors influence green purchase decisions among Gen Z and Millennials is crucial to promoting the adoption of recycled products such as Eco-friendly bottled mineral water.

Although Indonesian youth have been widely studied, prior work rarely integrates a knowledge-enabled value formation process, GPV with trust and attitude mechanisms, and a downstream price-sensitivity boundary on both normative and evaluative routes within a single low-involvement green FMCG category. This model advances theory by clarifying where knowledge operates (upstream on value and beliefs), where price sensitivity acts (at the intention stage), and which route is more vulnerable to price constraints. Modelling knowledge upstream and price sensitivity downstream allows us to compare the relative elasticity of normative versus evaluative drivers under economic constraint, refining prevailing accounts that typically consider these influences in isolation. By addressing these factors and focusing on young consumer segments, the study offers practical insight into how green purchase intention can be strengthened in Indonesia's price sensitive market for sustainable products.

Literature review

Theory of consumption value

The Theory of Consumption Values explains consumer purchasing decisions through five values of consumption: functional, social, emotional, epistemical or novelty, and conditional (Sheth et al., 1991). Each of these values

contributes differently depending on the context, and together they shape how consumers perceive the overall value of a product during the decision-making process. Using environmentally friendly products as an example, a consumer might purchase a reusable goodie bag because of its functional value (more durable and reduces plastic waste) and emotional value (a sense of pride or relief in contributing to environmental sustainability). Meanwhile, social, epistemic, and conditional values may play a smaller role. Conversely, someone might choose an electric vehicle due to its social value (to demonstrate commitment to an eco-conscious lifestyle), epistemic value (curiosity about new technology), or because of subsidies (conditional value). These values operate independently, and consumers often adjust their priorities among them, sometimes sacrificing one value to obtain another that is more important to them (Sheth et al., 1991).

Expanding on these conceptual examples, each of the five consumption values has been empirically examined to understand its specific influence on consumer decisions in the context of green products. The theory of consumption values identifies five key dimensions that influence consumer decision-making: functional, emotional, social, epistemic, and conditional values. Functional value refers to the overall performance, quality, price, and utility of a product and has been shown to significantly shape consumers' purchase intentions, particularly in the context of products made from recycled materials, where decisions are often based on perceived benefits and affordability (Voss et al., 1998; Haryanto et al., 2019; Chi et al., 2021). Complementing this, emotional value captures the affective responses evoked during product use. In environmentally friendly consumption, emotional value enhances the effect of functional value by providing consumers with feelings of pride and satisfaction stemming from their perceived contribution to environmental preservation (Pentikäinen et al., 2018; Nunes & Schokkaert, 2003).

Social value further contributes by enabling consumers to express their desired identity within social groups. Purchasing green products often serves as a symbolic act, signaling environmental concern and gaining positive recognition within one's community (Sheth et al., 1991; Chernev et al., 2011; Bennett & Vijaygopal, 2018; Zabkar & Hosta, 2012). In addition, epistemic value relates to the consumer's curiosity and interest in innovation. As green products are often perceived as novel or technologically advanced, consumers who seek new knowledge or experiences are more inclined to explore and adopt them (Driessen et al., 2013). Lastly, conditional value highlights the influence of situational factors such as financial incentives, government subsidies, accessibility, or environmental regulations. These external conditions can significantly affect green purchase intention, with financial motivations often playing a decisive role (Gallagher & Muehlegger, 2011; Biswas & Roy, 2015; Lin & Huang, 2012; Song et al., 2020; Baier et al., 2020; Barbu et al., 2018; Camacho-Otero et al., 2019).

Taken together, these five value dimensions offer a comprehensive framework for understanding the complex motivations behind green consumer behaviour.

TCV as green perceived value

The Theory of Consumption Values aligns with the concept of green perceived value (GPV), which can be described as the consumer's overall assessment of the net benefits of a good or service, taking into account the trade-off between perceived gains and sacrifices, as well as environmental concerns, sustainability expectations, and demand for eco-friendly products (Chen & Chang, 2012). As a result, the Theory of Consumption Values serves as the theoretical framework for GPV, which is defined as a second-order multidimensional reflective-reflective construct that captures the complex and layered structure of product's perceived value (Higueras-Castillo et al., 2019; Rausch & Kopplin, 2021). GPV represents how customers evaluate a product's environmental advantages in light of their personal sustainability standards and preference for environmentally friendly alternatives (Lin et al., 2012).

GPV plays a central role in shaping consumer trust and attitudes toward environmentally friendly products. Higher perceived green value tends to strengthen consumer trust and foster more favourable attitudes toward the brand (Mostafa, 2006). Consistent with this view, perceived value has a significant positive effect on consumer attitudes and intentions (Khoi et al., 2018; Hasan et al., 2019). In related categories, hedonic, health, safety, and environmental values each exert a significant positive effect on consumer attitudes toward purchasing organic products (Prado & Moraes, 2020). Trust is also shaped by perceptions of a product's actual environmental impact; when consumers believe a product genuinely contributes to environmental preservation, they are more likely to view the brand as authentically committed to sustainability (Bamberg, 2003). Complementary evidence indicates that perceived value increases customer trust (Widiartini & Yasa, 2017) and that hedonic value strengthens brand trust (Harikusuma et al., 2022). Based on these theoretical relationships, this study proposes the following hypotheses.

H1a: Green perceived value has a significant positive effect on consumer attitudes toward Eco-friendly bottled mineral water.

H1b: Green perceived value has a significant positive effect on consumer trust toward Eco-friendly bottled mineral water.

Theory of reasoned action

Ajzen and Fishbein (1980) constructed theory of reasoned action that stated an individual's behavioural purpose is the best predictor of whether they would undertake an action. This intention is influenced by two key factors which are their attitude toward behaviour and subjective norms. Attitude toward the behaviour is measured through a series of judgments, such as good or bad,

pleasant or unpleasant, or positive or negative, which are then put together to create a general evaluation of the action (Ajzen & Fishbein, 1980). Meanwhile, subjective norms refer to how much an individual believes prominent people in their life, such as family, friends, or the community, would promote or discourage a particular conduct (Ajzen & Fishbein, 1980). Simply expressed, perceived social pressure from important others, rooted in normative beliefs and the surrounding social support and encouragement, which leads individuals to adjust their attitudes and intentions toward performing a behavior (Benita et al., 2023; Jain, 2020).

TRA assumes most social acts, including purchasing, are under volitional control: intention is shaped by one's attitude toward the act and by subjective norms (Ajzen & Fishbein, 1980). Consistent with this, evidence shows that attitudes toward green products significantly increase green purchase intention (Amalia et al., 2021); perceived value together with consumer attitudes raises purchase intention (Pamungkas, 2023); and brand attitude is often the strongest driver of intention (Giri & Alfaruqi, 2023). In line with TRA's social influence component, consumers weigh important others' views when forming evaluations, and both attitudes and subjective norms significantly predict purchase intention (Amalia et al., 2020; Tunjungsari, 2023)

H2: Consumer attitude has a significant positive effect on purchase intention.

H3: Subjective norm has a significant positive effect on purchase intention.

Extended TRA: trust

Several studies have extended the Theory of Reasoned Action (TRA) by incorporating additional variables to enhance its predictive power. Comparative research in developing countries supports this extended model, particularly by including trust and product value in predicting pro-environmental behaviour (Ogiemwonyi, 2024). Trust in purchasing behaviour reflects a shared belief that neither party will exploit the other in a transaction (Barney and Hansen, 1994). It develops when consumers believe that a product will perform as promised and that the seller or platform is reliable and honest (Wongkitrungrueng & Assarut, 2020; Zhang et al., 2022). High trust reduces perceived risk and shifts consumer focus toward product benefits (Chen et al., 2020), while low trust leads to skepticism, information seeking, and hesitation (Ma et al., 2022). Consumers who trust eco-labels and green certifications tend to show stronger purchase intentions for environmentally friendly products, viewing such labels as assurances of quality and authenticity (Knight et al., 2009; Chen, 2016). This trust helps mitigate concerns about greenwashing, which often undermines consumer confidence (Falguera et al., 2012).

H4: Trust has a significant positive effect on purchase intention.

Extended TRA: perceived knowledge

Consumer familiarity or knowledge of a product is consistently recognized as a key factor influencing perceived value and their purchase behaviour (Burton et al., 2009). It includes various dimensions, such as prior experience with a product (Rao &Monroe, 1988), as well as knowledge of cost, quality, and environmental impact (Michaud & Llerena, 2011; Hazen et al., 2012). Cost knowledge, for example, reflects how well consumers understand the pricing structure of a product (Guide & Li, 2010). Studies also show that lower prices tend to enhance the value of a product in the of the consumer (Zeithaml, 1988; Chang & Wildt, 1994). When consumers are informed that a recycled product is pricier than a new one, they may perceive it as offering lower value. On the other hand, if consumers are aware that recycled products help conserve resources, reduce energy use, and minimize waste, their perceived value can increase, sometimes even exceeding that of conventional products (Michaud & Llerena, 2011; Chen & Chang, 2012). In terms of quality, consumers who are unfamiliar with recycled goods often assume these products are inferior in terms of safety and performance (McCarty & Shrum, 1994; Luchs et al., 2010; Lin & Chang, 2012). However, Hauser and Lund (2003) propose that greater knowledge allows prospective buyers to more accurately assess the quality and features of remanufactured products.

Consumer knowledge also plays a critical role in shaping both attitudes and trust toward a product or technology. When consumers understand how a product is produced, tested, and certified, they are more likely to form positive attitudes and higher levels of trust (Aertsens et al., 2011). Krosnick (1990) and Krosnick (1993) emphasize that the accuracy of the information received is essential for building supportive attitudes. Kaiser et al. (1999) demonstrate that behavioural intentions, including purchase decisions, are often shaped by the level of consumer knowledge. In the context of sustainable consumption, knowledge is considered a prerequisite for behavioural intention (Rausch & Kopplin, 2021). This implies that more profound knowledge can positively influence consumer behaviour (Park et al., 1994). Specifically, in the context of green products, consumers who understand organic standards and certification processes are more likely to trust environmental claims (Padel & Foster, 2005). In contrast, a lack of understanding often leads to doubt and scepticism, especially toward claims related to sustainability (Ulusoy & Baretta, 2016).

H5a: Perceived knowledge has a significant positive effect on the green perceived value.

H5b: Perceived knowledge has a significant positive effect on consumer attitudes toward Eco-friendly bottled mineral water.

H5c: Perceived knowledge has a significant positive effect on consumer trust toward Eco-friendly bottled mineral water.

Price sensitivity

Price sensitivity is defined as how consumers perceive and react to changes or disparities in the cost of goods or services (Monroe, 1973). Miller (2006) describes it as consumers' awareness of an acceptable "cost window" for a product or service. The lower bound of this window represents the minimum price at which a product is accepted without raising concerns about quality (Stafford & Enis, 1969). Research shows that higher satisfaction is associated with lower price sensitivity (Homburg, Hoyer, & Koschate, 2005; Kumar et al., 2014). Price sensitivity also tends to decline for hedonic goods, particularly in pleasurable or emotionally rewarding contexts, and this pattern is further conditioned by income, because higher-income individuals show lower price sensitivity for hedonic goods than for functional ones (Wakefield & Inman, 2003). Price sensitivity remains a central determinant of product evaluations (Graciola et al., 2018) and purchase decisions (Hsu et al., 2017) and serves as an indicator of how consumers react to both price levels and price changes (Goldsmith et al., 2005). Recent evidence indicates that price sensitivity can negatively moderate key relationships from antecedents to intention in green purchasing. It weakens the effect of environmental consciousness on environmental attitude and the resulting desire to make green purchases (Alhomsi & Ali, 2024), and it reduces the positive effect of subjective norms on purchase intention (Burhan & Sihite, 2023). Consistent with these findings, Bhutto et al. (2020) show that price sensitivity conditions how psychological drivers influence intentions to purchase environmentally friendly products.

H6a: With higher price sensitivity, the positive relationship between attitude and purchase intention becomes weaker.

H6b: With higher price sensitivity, the positive relationship between subjective norm and purchase intention becomes weaker.

Research method

This study employs a quantitative research approach, which involves collecting, analysing, and interpreting data in numerical form (Creswell, 2016). The quantitative approach assumes human behaviour is predictable, objective, and measurable and allows for valid, reliable results through appropriate statistical analysis (Puteri & Rudi, 2021). This method is suitable for obtaining data-driven insights to support decision-making. To guide the analysis, this study adopts a theoretical framework developed by Roh et al. (2022) and Hsu et al. (2017). Roh et al. (2022) examined purchase intention for organic food by integrating the Theory of Consumption Value (Sheth et al., 1991) with the Theory of Reasoned Action (Rausch & Kopplin, 2021). The model investigates how green perceived value (GPV), perceived knowledge, trust, and subjective norm influence purchase intention. GPV is treated as a multidimensional second-order construct comprising functional, social, emotional, epistemic, and conditional values. In

addition, this study incorporates price sensitivity as a moderating variable, adapted from Hsu et al. (2017), who analysed green skincare purchase intention in Taipei. The Country-of-Origin variable was excluded since the product analysed originates domestically from Indonesia. The complete research model is illustrated in Figure 1.

The target population of this study are Indonesian Millennials and Generation Z, focusing on individuals who have never purchased Eco-friendly bottled mineral water. Data were collected through a self-administered online questionnaire distributed via Google Forms, utilizing Instagram and WhatsApp as distribution platforms due to their high user penetration in Indonesia (We Are Social & Meltwater, 2024). Social media was chosen to reach a broader and more targeted audience, allowing respondents to participate flexibly and conveniently (Raudeliūnienė, 2018; Drivas et al., 2022).

The questionnaire consisted of five sections: an introduction about the product, informed consent, screening questions, main research questions comprising 54 items measured using a 7-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree"), and demographic questions. The 7-point scale was chosen to optimize the reliability and validity of the measurement model (Cicchetti et al., 1985; Malik et al., 2021). Demographic questions were placed at the end to minimize cognitive bias. Prior to full distribution, a pre-test was conducted to ensure the clarity and validity of the questionnaire through wording tests and feedback from selected respondents; the feedback was analysed and used to refine the questionnaire, eliminating any ambiguity. Screening questions excluded respondents outside the 18–44 age range and anyone who had previously purchased Eco-friendly bottled mineral water.

During data cleaning, data-quality safeguards were applied, including removal of suspected multiple submissions using different identities and responses showing extreme endpoint use with little variation across most items after review. Data analysis proceeded in two stages. First, we assessed reliability and validity (including discriminant validity) in SPSS. Second, we estimated the structural model using variance-based PLS-SEM, selected because our hypotheses involve simultaneous latent-variable relationships, indirect effects, and interaction terms that PLS-SEM models efficiently (Becket et al., 2022).

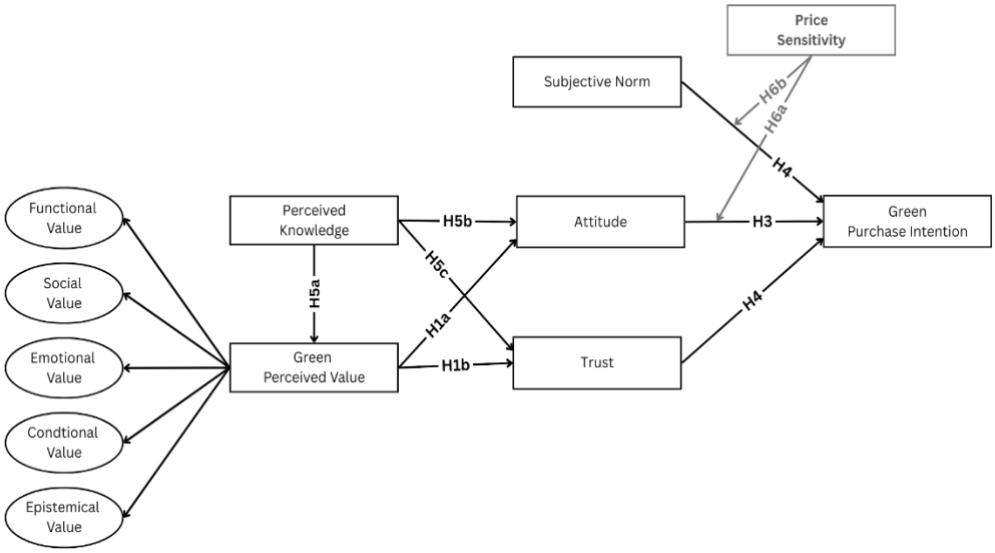
Results

Respondents profile

Detailed information regarding respondents' demographic profile is provided in Table 1. A total of 504 respondents were included in this study after screening and filtering from the initial 818 responses. The majority of respondents are female, accounting for approximately 73.61%. Most respondents fall within the age range of 23–32 years (56.94%). In terms of generational classification, Generation Z (aged 18–27 years) represents 45.93% (232 individuals), while

Millennials (aged 28–44 years) account for 53.87% (272 individuals), reflecting a relatively balanced distribution with a slight dominance of Millennials. Regarding educational background, most respondents have completed high school or equivalent (61.31%), followed by undergraduate degree holders (25.99%).

Figure 1.
Research framework conceptual model



Source: Author's work (2025)

In terms of marital status, the majority are married (65.87%), predominantly from the Millennial group, while Generation Z respondents are mostly unmarried. For employment, the largest group consists of private sector employees (29.56%) and entrepreneurs or self-employed individuals (32.75%). Based on monthly personal expenditures, most respondents fall into the lower middle-class category with expenditures ranging from IDR 874,399 to IDR 2,040,262, and the middle-class category with expenditures ranging from IDR 2,040,263 to IDR 9,909,844, comprising a combined 74.8% of the sample. Geographically, the majority of respondents reside in cities on Java Island (34.33%), particularly in the Greater Jakarta area followed by Bandung and Surabaya.

Convergent validity and internal consistency reliability test results

The validity and reliability tests were conducted at the dimension level. Convergent validity was assessed to evaluate the extent to which indicators within each construct are highly correlated, indicating that they consistently measure the same underlying concept (Churchill, 1979). This assessment utilized two primary criteria based on Fornell and Larcker (1981), factor loadings (recommended ≥ 0.70) and Average Variance Extracted (AVE) (recommended ≥ 0.50). Factor loadings reflect the strength of each indicator's contribution to its respective construct, while AVE represents the proportion of variance in the construct that is explained, on average, by its indicators. The results of both the validity and

reliability tests conducted at the dimension level are presented in Appendix 1, demonstrating that all dimensions within the green perceived value construct satisfied the recommended thresholds. Reliability was further examined to assess the internal consistency of indicators within each dimension, evaluated using Composite Reliability (CR) and Cronbach's Alpha, with recommended minimum thresholds of 0.70 (Hair et al., 2021). High reliability values indicate strong internal consistency and measurement accuracy of the indicators. Overall, the results confirm that all dimensions exhibit acceptable convergent validity and internal consistency reliability as shown in Appendix 1.

At the construct level, most constructs reflect satisfactory convergent validity, with green perceived value, subjective norm, trust, and price sensitivity all showing AVE values above 0.60. In the case of price sensitivity, four items were removed due to factor loadings substantially below the acceptable threshold even after several refinement attempts (Baloğlu et al., 2008). perceived knowledge and green purchase intention also met convergent validity criteria, despite one item in each construct having slightly lower factor loadings (PK2=0.698; GPI3 =0.618), as their AVE values remained acceptable at 0.628 and 0.632, respectively (Chin, 1998; Hair et al., 1998). For the Attitude construct, one indicator (A3: "Eco-friendly bottled mineral water is priced higher than conventional bottled water") displayed the lowest loading at 0.569, likely due to its negative price connotation, which contrasts with the positive evaluative tone of the remaining items.

Nevertheless, the AVE value of 0.660 confirmed adequate convergent validity (Chin, 1998; Hair et al., 1998). Furthermore, all constructs demonstrated strong internal consistency, as indicated by Cronbach's Alpha, Composite Reliability (rho_A), and Composite Reliability (rho_C) values exceeding 0.70. The detailed results of the convergent validity and reliability tests at the construct level are presented in Appendix 2.

Discriminant validity results

Following the establishment of convergent validity through the evaluation of factor loadings and Average Variance Extracted (AVE), discriminant validity was assessed to ensure that each construct captures a distinct concept and does not overlap with other constructs in the model (Awang et al., 2015). The Fornell-Larcker Criterion was employed as the primary method for this assessment. According to this criterion, discriminant validity is achieved when the square root of each construct's AVE exceeds its correlations with all other constructs. The results indicate that all constructs have met the requirements for discriminant validity, as each construct is sufficiently distinct from the others. This is evidenced by the square root of AVE values (presented in bold along the diagonal) being higher than the corresponding inter-construct correlations in their respective rows and columns (Fornell & Larcker,1981). The results of the discriminant validity

test at the dimensional level, based on the Fornell-Larcker Criterion, are presented in Appendix 3.

Table 1.
Respondents profile

Category	Response	Frequency	Percentage (%)
Gender	Female	371	73.61
	Male	133	26.39
Age	23-27	156	30.95
	28-32	131	25.99
	33-37	95	18.85
	18-22	76	15.08
	38-44	46	9.13
Education	Senior High School or Equivalent	309	61.31
	Bachelor's Degree or Diploma (D4)	131	25.99
	Diploma (D3)	30	5.95
	Diploma (D1)	15	2.98
	Elementary-Junior High School or Equivalent	11	2.18
	Master's Degree	8	1.59
Marital Status	Married	332	65.87
	Unmarried	161	31.94
	Previously married	11	2.18
Occupation	Private sector employee	149	29.56
	Entrepreneur	94	18.65
	Business owner (self-employed)	66	13.10
	Informal worker	59	11.71
	Student	59	11.71
	Unemployed	33	6.55
	Others	25	4.96
	Educator (teacher/lecturer)	14	2.78
	Civil servant	5	0.99
Personal Spending (Monthly)	IDR 2,040,263 - IDR 9,909,844	191	37.90
	IDR 874,399 - IDR 2,040,262	186	36.90
	IDR 582,933 - IDR 874,398	80	15.87
	Below IDR 582,932	37	7.34
	Above IDR 9,909,844	10	1.98
Residence	Greater Jakarta	173	34.33
	Bandung	68	13.49
	Surabaya	59	11.71
	Semarang	47	9.33
	Yogyakarta (D.I.Y.)	27	5.36
	Makassar	12	2.38
	Medan	10	1.98
	Palembang	9	1.79
	Pekanbaru	2	0.40
	Others	101	19.38

Source: Author's work (2025)

Subsequently, further analysis was conducted at the construct level to ensure that each variable is conceptually distinct and that no semantic overlap exists between constructs. Based on the results of the discriminant validity test shown in Appendix 4, most constructs generally satisfied the discriminant validity criteria.

However, two constructs warrant further attention. Specifically, the Perceived Knowledge construct had a square root of AVE of 0.793, while its correlation with the Attitude construct reached 0.796, slightly exceeding its own AVE square root. This suggests that perceived knowledge may not be fully discriminant against Attitude. Although the difference is minimal, it may indicate that the two latent variables are capturing similar aspects of the same underlying phenomenon, which requires careful consideration in interpreting the results (Fornell & Larcker,1981).

Multicollinearity test (VIF)

The collinearity test in the inner model of PLS-SEM is conducted to detect multicollinearity among latent predictor constructs. Its primary purpose is to ensure that the independent indicators within the model do not exhibit excessively high correlations with one another, as this could distort the estimation of path coefficients and compromise the reliability of model interpretation (Murray et al. 2012). According to Hair et al. (2017), VIF values below 5.0 indicate no serious multicollinearity issues, while values exceeding 5 suggest potential problems that warrant further examination. Ideally, VIF values should remain below 3.3 to enhance the stability and robustness of model estimates. Based on the results presented in Appendix 5, all VIF values for the constructs involved in the model are below the 5.0 threshold, indicating the absence of multicollinearity issues in the inner model. Therefore, the model is considered suitable for further interpretation of causal relationships among constructs.

Structural model analysis results

The purpose of this analysis is to determine whether the relationships between constructs in the model are statistically supported. It was conducted using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach with the bootstrapping method, employing 5,000 subsamples. The results are evaluated based on the path coefficient values, t-statistics, and p-values for each relationship between constructs (Kock, 2015). Path coefficients reflect the strength and direction of the relationships, while the t-statistics and p-values indicate the statistical significance of these effects. According to Hair et al. (2017), a relationship is considered statistically significant when the p-value is below 0.05 and the t-statistic exceeds 1.96 at the 95% confidence level.

The results of the structural model analysis, as presented in Figure 2 and Appendix 6, confirm several significant relationships at the 95% confidence level ($p < 0.05$). Perceived knowledge (PK) exhibits strong positive effects on green perceived value (GPV) ($\beta = 0.744$; $t = 25.919$; $p = 0.000$), attitude (A) ($\beta = 0.446$; $t = 8.254$; $p = 0.000$), and trust (T) ($\beta = 0.301$; $t = 4.561$; $p = 0.000$), indicating that greater product knowledge substantially enhances consumers' perceptions, attitudes, and trust toward green products. GPV further demonstrates significant positive influence on both attitude ($\beta = 0.462$; $t = 8.421$; $p = 0.000$) and trust ($\beta =$

0.430; t = 6.113; p = 0.000), reinforcing its pivotal role in shaping both cognitive and affective evaluations. Subsequently, both attitude and trust have significant direct effects on green purchase intention (GPI), with path coefficients of β = 0.250 (t = 5.048; p = 0.000) and β = 0.299 (t = 7.659; p = 0.000), respectively. Subjective norm (SN) also positively contributes to GPI (β = 0.146; t = 3.522; p = 0.000), highlighting the influence of social pressure in encouraging green purchasing behaviour.

Regarding moderation effects, the interaction between price sensitivity (PS) and attitude on GPI is not significant (β = 0.025; t = 0.720; p = 0.236), suggesting no moderating influence. However, the interaction between PS and SN on GPI is significant and negative (β = -0.106; t = 3.070; p = 0.001), indicating that higher price sensitivity diminishes the effect of subjective norms on purchase intention. Collectively, these findings validate most of the proposed hypotheses, confirming the key roles of PK, GPV, attitude, trust, and SN in driving green purchase intention, while also demonstrating the conditional role of PS as a moderator.

Indirect path analysis

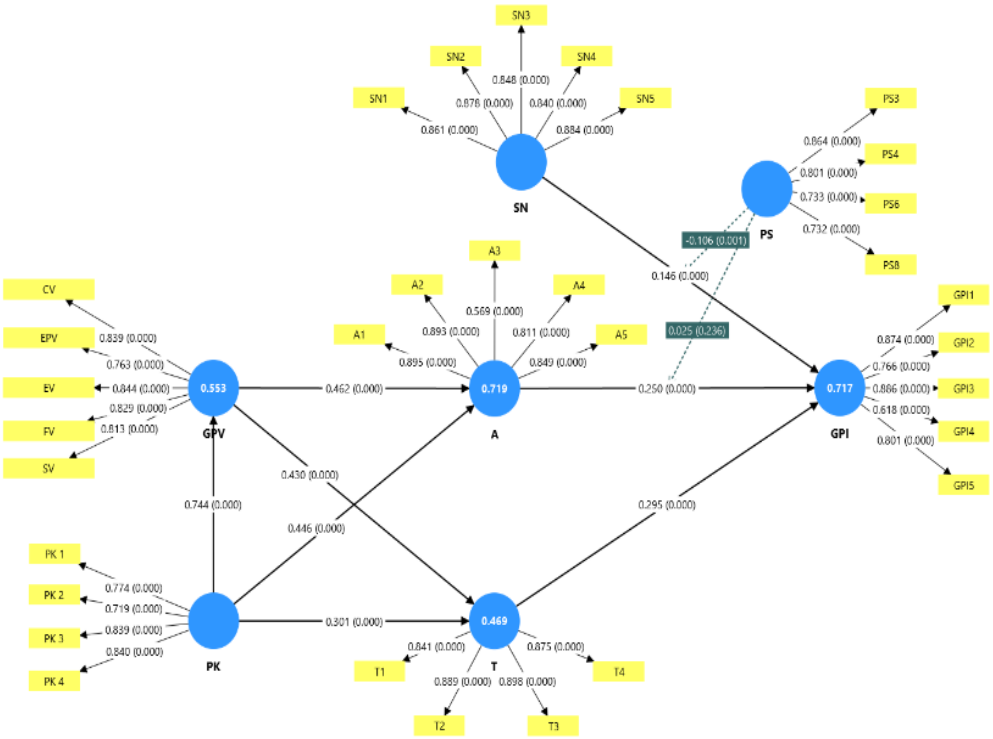
The indirect effect testing aims to identify the extent to which an independent indicator influences a dependent indicator through one or more mediating indicators within the structural model. In this study, the indirect effects of green perceived value and perceived knowledge on green purchase intention are examined through mediating indicators. This analysis is conducted to understand the more complex and hidden pathways that shape consumers' green purchase intention.

The results of the indirect effect analysis shown in Appendix 7 provide further insights into the mediating mechanisms underlying the influence of PK on GPI. Specifically, PK demonstrates significant indirect effects on attitude (A) and trust (T) through green perceived value (GPV), with respective path coefficients of β=0.344 (t=6.962; p=0.000) and β = 0.320 (t = .408; p=0.000). These findings suggest that consumers with higher product knowledge tend to perceive greater value in green products, subsequently strengthening their attitudes and trust toward such products.

Furthermore, perceived knowledge exerts significant indirect effects on green purchase intention through multiple sequential mediation pathways, including PK→GPV→A→GPI (β=0.086; t=3.830; p=0.000) and PK→GPV→ T→GPI (β=0.094; t=3.622; p=0.000). This indicates that both attitude and trust function as important mediators in converting perceived knowledge into green purchase intentions. In addition, GPV exhibits indirect effects on GPI through Attitude (β=0.115; t=4.118; p=0.000) and Trust (β=0.127; t=3.809; p=0.000), further emphasizing its central role in the cognitive-affective process underlying green consumer behaviour. All indirect pathways are statistically significant at the 95% confidence level, confirming the robustness of the proposed mediation

model. These results collectively underscore the multidimensional nature of green purchase intention formation, wherein perceived knowledge influences both cognitive evaluations and affective responses, which in turn drive consumers' behavioural intentions toward green products.

Figure 2.
PLS-SEM structural model output



Source: Author's work (2025)

Discussion

The findings of this study provide strong empirical evidence supporting most of the proposed hypotheses. The structural model results demonstrate that perceived knowledge, green perceived value, attitude, trust, and subjective norm significantly influence green purchase intention, as indicated by the hypothesis testing outcomes. Specifically, all direct effect hypotheses (H1a, H1b, H2, H3, H4, H5a, H5b, and H5c) were supported with significant path coefficients ($p < 0.05$), confirming the critical roles of cognitive and affective factors in shaping consumer purchase intentions toward green products. Furthermore, the moderating role of price sensitivity was partially validated, as the interaction between price sensitivity and subjective norm (H6b) was significant, while its interaction with attitude (H6a) was not supported. These findings contribute to a deeper understanding of the underlying mechanisms that drive green consumer behaviour, which are discussed in detail below.

The findings confirm that PK significantly influences GPV, showing its central role in how Gen Z and Millennial consumers evaluate Eco-friendly bottled

mineral water. Prior research indicates that knowledge helps consumers judge functional attributes (for example, water quality, safety, and taste) and environmental attributes (for example, recycled PET packaging and waste reduction), which strengthens value judgments (Burton et al., 2009; Aertsens et al., 2011; Michaud & Llerena, 2011). In this study, PK refers to awareness of Eco-friendly bottled mineral water use of recycled PET, familiarity with certifications and environmental claims, and personal consumption experience. These elements should help young consumers to see the product contribution in reducing plastic waste while maintaining trusted drinking water quality (Chen & Chang, 2012).

Beyond perceived value, knowledge supports more favourable attitude by turning abstract sustainability ideas into concrete meanings. For younger consumers, this often comes from simple, verifiable cues: knowing that green product uses recycled PET, seeing on-pack explanations of PET content and disposal guidance, and reading information about water treatment and quality control. These touchpoints make the product feel both useful and values-consistent, which nurtures feelings of pride, satisfaction, and responsibility when a purchase is linked to environmental preservation (Krosnick, 1993; Park et al., 1994). Knowledge also builds trust by lowering two common concerns in green categories: the risk of exaggerated claims and the risk of unsafe packaging. When consumers can recognize relevant certifications, understand the brand's recycling process at a high level, and see clear, third-party-verifiable signals of both sustainability and packaging safety (for example, food-contact compliance statements, batch testing summaries, and accessible complaint or recall channels), belief in the credibility of Eco-friendly bottled mineral water claims increases (Padel & Foster, 2005).

Table 2.
Hypotheses testing result

Hypothesis	Path	β-value	t-statistic	p-value	Results
H1a	GPV➔Attitude	0.462	8.421	0.000	Accepted
H1b	GPV➔Trust	0.430	6.113	0.000	Accepted
H2	Attitude➔GPI	0.250	5.048	0.000	Accepted
H3	SN➔GPI	0.146	3.522	0.000	Accepted
H4	Trust➔GPI	0.299	7.659	0.000	Accepted
H5a	PK➔GPV	0.744	25.919	0.000	Accepted
H5b	PK➔Attitude	0.446	8.254	0.000	Accepted
H5c	PK➔Trust	0.301	4.561	0.000	Accepted
H6a	PS*Attitude➔GPI	0.025	0.720	0.236	Rejected
H6b	PS*SN➔GPI	0.106	3.070	0.001	Accepted

Source: Author's work (2025)

Overall, PK functions as a key antecedent for Gen Z and Millennials by improving both what they think about the product and how confident they feel about buying it. Its direct and mediated effects operate through green perceived value, attitude, and trust: as knowledge clarifies what product delivers (safe and reliable water in responsible packaging) and who vouches for it (recognizable

standards and third parties), intentions strengthen because evaluations are more favourable and perceived risk is lower.

The findings indicate that GPV significantly influences both Attitude and Trust for Generation Z and Millennial consumers evaluating Eco-friendly bottled mineral water. For Attitude, GPV reflects a favourable appraisal of Eco-friendly bottled mineral water's core performance as safe, high-quality drinking water together with packaging that helps reduce plastic waste. For younger consumers, this blend of functional utility and value congruence encourages feelings of pride, personal contribution, and alignment with environmental norms, which consolidates positive attitudes toward the brand and product. These results are consistent with prior studies highlighting the joint role of functional and emotional value in green consumption (Pentikäinen et al., 2018; Nunes & Schokkaert, 2003; Haryanto et al., 2019).

In addition, GPV enhances Trust because credibility is inferred from perceived environmental authenticity and corporate reputation. Concrete cues such as recycled PET labelling, recognizable certification marks, and transparent disclosures strengthen confidence in Eco-friendly bottled mineral water's sustainability claims. Among Gen Z and Millennials, who commonly verify claims through digital sources and peer content, clear evidence of responsible production further supports trust. The combined credibility of tangible product benefits and visible corporate commitment contributes to stronger consumer trust and willingness to rely on the brand (Mostafa, 2006; Driessen et al., 2013; Holloway, 2024).

The analysis shows that attitude significantly influences green purchase intention, in line with the Theory of Reasoned Action, which states that intention is shaped mainly by one's evaluation of the behavior (Jung et al., 2020). For Gen Z and Millennial consumers, favourable attitudes toward Eco-friendly bottled mineral water arise when the product is seen as functionally reliable as safe, high quality drinking water and meaningful for environmental sustainability through recycled PET packaging. This joint evaluation combines cognitive appraisals of technical attributes with affective satisfaction from acting in an eco-responsible way, which strengthens intentions to buy. The cognitive and affective appraisals described in TRA increase the likelihood of intention formation, and this pattern is supported by prior studies in green consumption contexts (Aji et al., 2020; Amalia et al., 2020; Jain, 2020).

Subjective norm also has a significant effect on preen purchase intention. Among younger consumers, social influence appears when friends, family, online communities, or campus groups endorse sustainable products or encourage responsible choices. As green consumption gains visibility on social media and in everyday settings, consumers may feel motivated to align with these expectations, especially in collectivist cultures where conformity is more salient (Mazhar et al., 2022). Even so, the smaller effect size relative to attitude suggests that personal

evaluations remain the primary driver, while social influence plays a supportive secondary role.

Trust emerges as a distinct predictor of green purchase intention for Gen Z and Millennial consumers in the Eco-friendly bottled mineral water context. As stated before, It is reduces two salient risks: doubt about environmental claim authenticity and concern about unsafe packaging. Purchase likelihood increases when recycled-PET claims are judged credible and when packaging is perceived as food-grade, compliant, and well controlled to avoid contamination or chemical migration. Signals that consolidate trust include independent certifications and audits, clear statements of compliance with food-contact standards and quality testing, transparent issue-handling, and verifiable information available through digital channels and peer content. Together these cues strengthen confidence in both sustainability claims and product safety, leading to higher intentions to buy (Ogiemwonyi, 2024; Zhang et al., 2022; Wongkitrungrueng & Assarut, 2020; Chen et al., 2020; Knight et al., 2009; Chen, 2016).

The analysis of price sensitivity's moderating effects reveals two distinct outcomes Hypothesis 6a, proposing that price sensitivity weakens the relationship between attitude and green purchase intention link, is not supported ($\beta = 0.025$, $p = 0.236$). In other words, once Gen Z and Millennial consumers hold a favourable attitude toward Eco-friendly bottled mineral water, their intention to buy remains high even when they consider the premium price, compared to more economic alternatives present. These attitudes reflect a combined evaluation of environmental contribution and product safety, and the ethical and affective rewards of choosing responsible packaging appear to offset price concerns in this low-involvement FMCG category (Religia et al., 2024). Prior work similarly notes that Indonesian young consumers that are driven by value and feeling, tend to exhibit lower price responsiveness in green product purchases (Homburg et al., 2005; Kumar et al., 2014; Wakefield and Inman, 2003)

By contrast, Hypothesis 6b is supported. Price sensitivity significantly moderates relationship between subjective norm and ntention ($\beta = -0.106$, $p = 0.001$). Social encouragement from family, friends, or peer communities may raise initial intentions, but highly price-sensitive consumers are less likely to sustain those intentions when actual prices are evaluated. Consistent with Miller's cost-window notion, these consumers reassess whether the social approval and normative fit justify the monetary outlay, and intentions when price is perceived outside the acceptable range (Miller, 2006). Prior studies likewise find that price-sensitive segments require stronger economic justification before adopting green products, even when normative support is present. In day-to-day FMCG decisions, Indonesian consumers often benchmark against tight reference prices, compare with cheaper substitutes, and respond to promotions. Normative encouragement from peers or family may raise intention initially, but highly price-sensitive consumers re-evaluate when the shelf price feels above their acceptable "cost

window," causing norm-driven intentions to drop. The luxury exception underscores the mechanism: in status categories, a higher price can signal prestige and may strengthen norm effects, but bottled water is a functional necessity, so higher prices are more likely read as "unnecessary" unless justified by clear safety and sustainability evidence (Bhutto et al., 2020; Hsu et al., 2017; Goldsmith et al., 2005).

Taken together, the evaluative route through attitude appears more price-resilient than the normative route through subjective norm. This pattern supports the broader conclusion of the study that consumer attitude grounded in perceived value and safety cues are less vulnerable to budget constraints, whereas norm-driven intentions diminish as price increases.

Conclusion, limitation, and future research

This study concludes that the formation of Green Purchase Intention toward relationship, a recycled PET bottled water product, among Gen Z and Millennial consumers in Indonesia is significantly influenced by a combination of cognitive, affective, social, and price-related factors. Perceived knowledge emerges as a central determinant that directly and indirectly shapes green perceived value, attitude, trust, and ultimately green purchase intention. Attitude and trust exert significant positive effects on purchase intention, while subjective norm also contributes, albeit to a lesser extent. On the other hand, price sensitivity has a direct negative effect on purchase intention and significantly moderates the effect of subjective norm, while showing no moderating effect on attitude. These findings provide a deeper insight into the fact that internalized personal values and trust play a more stable role compared to social pressures when consumers face price-related considerations in green purchasing decisions.

While the findings offer valuable insights, certain aspects of the study's scope may affect their broader applicability. The online questionnaire, although targeted at major cities across Indonesia, yielded a sample heavily concentrated in urban areas on Java Island. As a result, the data may not fully represent Gen Z and Millennial consumers nationwide, particularly those outside Java where social, cultural, and economic contexts may differ and shape distinct responses to price considerations and sustainable product adoption. In addition, the study examines purchase intention rather than actual purchasing behaviour, which may not fully capture how intentions translate into real-world consumption over time.

Future research should expand the geographic diversity of respondents to include a wider range of regions across Indonesia and incorporate behavioural data using observational or longitudinal methods to provide a more comprehensive understanding of how intentions and related factors operate across different consumer profiles, income levels, and regional market conditions. It is also recommended to include additional variables, such as perceived behavioural

control, brand image, and country-of-origin effects for non-local products, that may influence perceived value, trust, and subjective norm.

Author contribution

Edwardo Yeremia Saragi: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1.

Green perceived value dimensions validity and reliability test result

Dimension	Items	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)
Functional value	FV1	0.747	0.652	0.910	0.912	0.929
	FV2	0.765				
	FV3	0.823				
	FV4	0.820				
	FV5	0.849				
	FV6	0.859				
	FV7	0.783				
Social value	SV1	0.767	0.865	0.922	0.922	0.950
	SV2	0.744				
	SV3	0.776				
	SV4	0.716				
Emotional value	EV1	0.913	0.849	0.911	0.911	0.944
	EV2	0.940				
	EV3	0.910				
Conditional value	CV1	0.824	0.616	0.799	0.830	0.865
	CV2	0.737				
	CV3	0.711				
	CV4	0.859				
Epistemical value	EPV1	0.824	0.640	0.859	0.859	0.899
	EPV2	0.831				
	EPV3	0.848				
	EPV4	0.754				

Source: Author's work (2025)

Appendix 2.

Constructs validity and reliability test result

Construct	Items	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)
Green perceived value	FV	0.829	0. 670	0.876	0.880	0.910
	SV	0.813				
	EV	0.844				
	CV	0.839				
	EPV	0.763				
Perceived knowledge	PK1	0.774	0.631	0.808	0.828	0.872
	PK2	0.719				
	PK3	0.839				
	PK4	0.840				
Subjective norm	SN1	0.861	0.744	0.914	0.922	0.935
	SN2	0.878				
	SN3	0.848				

Construct	Items	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)
	SN4	0.840				
	SN5	0.884				
Attitude	A1	0.895				
	A2	0.893				
	A3	0.569	0.660	0.867	0.898	0.905
	A4	0.811				
	A5	0.849				
Trust	T1	0.841				
	T2	0.889	0.767	0.899	0.899	0.929
	T3	0.898				
	T4	0.875				
Price sensitivity	PS3	0.864				
	PS4	0.801	0.615	0.798	0.834	0.864
	PS6	0.733				
	PS8	0.732				
Green purchase intention	GPI1	0.874				
	GPI2	0.766				
	GPI3	0.886	0.632	0.851	0.876	0.894
	GPI4	0.618				
	GPI5	0.801				

Source: Author's work (2025)

Appendix 3.

Fornell-Larcker criterion for GPV dimensions

	CV	EPV	EV	FV	SV
CV	0.785				
EPV	0.608	0.800			
EV	0.638	0.500	0.921		
FV	0.610	0.556	0.595	0.807	
SV	0.569	0.478	0.700	0.608	0.930

Source: Author's work (2025)

Appendix 4.

Fornell-Larcker criterion for all constructs

	A	GPI	GPV	PK	PS	SN	T
A	0.812						
GPI	0.734	0.795					
GPV	0.794	0.794	0.818				
PK	0.796	0.684	0.742	0.793			
PS	0.599	0.707	0.683	0.632	0.784		
SN	0.622	0.665	0.696	0.708	0.689	0.862	
T	0.705	0.689	0.656	0.630	0.475	0.463	0.876

Source: Author's work (2025)

Appendix 5.

Multicollinearity test result

	A	GPI	GPV	T
A		2.836		
GPI				
GPV	2.082			2.082
PK	2.082		1.000	2.082
PS		2.111		
SN		1.974		
T		2.020		
PS*SN		1.557		
PS*A		1.728		

Source: Author's work (2025)

Appendix 6.

Direct path correlation

Path	Path Coefficient	T-statistics	P-values
A➔GPI	0.250	5.048	0.000
GPV➔A	0.462	8.421	0.000
GPV➔T	0.430	6.113	0.000
PK➔A	0.446	8.254	0.000
PK➔GPV	0.744	25.919	0.000
PK➔T	0.301	4.561	0.000
PS➔GPI	0.299	7.659	0.000
PS x A➔GPI	0.025	0.720	0.236
PS x SN➔GPI	-0.106	3.070	0.001
SN➔GPI	0.146	3.522	0.000
T➔GPI	0.295	6.207	0.000

Source: Author's work (2025)

Appendix 7.

Indirect path correlation

Path	Path Coefficient	T statistics	P values
PK➔A	0.344	6.962	0.000
PK➔GPV➔A	0.344	6.962	0.000
PK➔T	0.320	5.408	0.000
PK➔GPV➔T	0.320	5.408	0.000
PK➔GPI	0.381	11.283	0.000
PK➔GPV➔A➔GPI	0.086	3.830	0.000
PK➔GPV➔T➔GPI	0.094	3.622	0.000
GPV➔GPI	0.242	6.224	0.000
GPV➔A➔GPI	0.115	4.118	0.000
GPV➔T➔GPI	0.127	3.809	0.000

Source: Author's work (2025)