



## ARTICLE

## Investigating the mediation role of green advertising and government support: Does it take two to tango?

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### ABSTRACT

This study examined the role of eco-labels, green advertisements, government support, attitude toward green products, and social media marketing on purchase intention. Data was collected from 464 adult customers in Indonesia and analyzed using the WarpPLS structural equation model (SEM). The research showed that there was a positive influence between eco-labels and green advertisements, eco-labels and government support, green advertisements and attitude toward green products, government support and attitude toward green products, and attitude toward green products and purchase intention. Unfortunately, social media is not able to moderate the effect of attitude toward green products on purchase intention. This study uses unclassified respondents and only describes adult customers in Indonesia. The practical implementation of this research is the importance of eco-labels to increase purchase intention through green advertisements and government support. This will be very beneficial for both consumers and producers because of the support from the government.

### KEYWORDS:

Eco-label, Green advertisement, Social media marketing, Purchase intention.

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## Investigando o papel de mediação da publicidade verde e do apoio do governo: Quando um não quer, dois não brigam?

### RESUMO

Este estudo examinou o papel do rótulo ecológico, da propaganda verde, do apoio do governo, da atitude em relação aos produtos verdes e do marketing de mídia social na intenção de compra. Os dados foram coletados de 464 clientes adultos na Indonésia. O modelo de equação estrutural (SEM) WarpPLS é usado para examinar este estudo. Ele constatou que houve uma influência positiva entre o rótulo ecológico e a propaganda verde, o rótulo ecológico e o apoio do governo, a propaganda verde e a atitude em relação ao produto verde, apoio do governo e atitude em relação a produtos verdes, e atitude em relação a produtos verdes e intenção de compra. Infelizmente, a mídia social não é capaz de moderar o efeito da atitude em relação aos produtos verdes na intenção de compra. Este estudo usa entrevistados não classificados, descrevendo apenas clientes adultos na Indonésia. A implementação prática desta pesquisa é a importância dos rótulos ecológicos para aumentar a intenção de compra por meio de propagandas ecológicas e do apoio do governo, o que será muito benéfico tanto para os consumidores quanto para os produtores devido ao apoio do governo.

### PALAVRAS-CHAVE:

Rótulo ecológico, Propaganda verde, Marketing de mídia social, Intenção de compra.

## 1. INTRODUCTION

Interest is the desire for further information by a customer about a product. When a customer begins to express interest, they will be prompted to learn more about the product's quality, develop trust in the information they have learned, and think about any potential hazards. Customers' interest in a product gives rise to their intention to purchase it. Purchase intention is the behavioral intention of an individual or buyer; its meaning depends on customers' attitudes towards behavior and subjective norms related to their behavior (Asshidin et al., 2016). There are many factors that influence consumer purchase intentions, this study will only discuss eco-labels (Thøgersen et al., 2010), (Iraldo et al., 2020), (Proi et al., 2023); green advertisements (Rahbar & Wahid, 2011), (Atkinson & Rosenthal, 2014), (Delafrooz et al., 2014) and (Panopoulos et al., 2022); government support (Akenji & Bengtsson, 2014), (Li et al., 2020), (Meis-Harris et al., 2021), and (Ling et al., 2023); attitude toward green products (Thøgersen et al., 2010), (Atkinson & Rosenthal, 2014), (Thøgersen et al., 2015), (Yadav & Pathak, 2016), (Bong Ko & Jin, 2017), and (Prakash & Pathak, 2017); and social media marketing (Hahn et al., 2016), (Moreira et al., 2021). These variables were chosen because of the phenomenon of increasingly rapid business competition, as well as accompanied by increasingly complex environmental problems (Castelo et al., 2016).

Currently, efforts to protect the environment are growing, along with increasing consumer awareness. Consumers who are increasingly concerned with efforts to preserve the environment certainly want the availability of products that can help achieve environmental sustainability (Duarte et al., 2024). Consumers often have difficulty in recognizing environmentally friendly products. With that, companies must be able to provide communication tools to consumers who are starting to prefer environmentally friendly products. The use of eco-labels can be a solution in conveying the green message. With an eco-label, consumers will easily understand whether a product is environmentally friendly or not. The importance of sustainability and environmental

issues is ultimately the responsibility of producers and consumers to be involved in it. This is in accordance with (Castelo et al., 2016) which states that companies have paid increasing attention to brand issues as a factor in competitors' profits, perhaps predicting future results.

Environmentally conscious consumer behavior has received progressive attention in the marketing and consumer behavior literature (Vlaeminck et al., 2014). Based on data from the Forest Stewardship Council's (FSC) Global Research Highlights in 2013, Council (2013), 84% of people at the global level are aware that the problem of environmental pollution is a serious problem. In addition, 82% of people at the global level also realize that the problem of world climate change or global warming is a serious problem (Council, 2013). With increasing awareness of the environment, this drives changes in consumer behavior and demand (Yadav & Pathak, 2016). Consumers are starting to realize that their buying behavior is closely related to environmental problems (Laroche et al., 2001). Therefore, consumers are now starting to make efforts that can reduce the impact on the environment. On a global scale, 76% of consumers now buy more environmentally friendly products (Council, 2013). In addition, 60% of consumers plan to pay more for green products next year, 59% of consumers will pay more for environmentally friendly products, and 53% of consumers will be loyal to environmentally friendly products (Council, 2013). This is in line with (Prieto-Sandoval et al., 2016) which states that consumers are ready to pay more for eco-labeled products because of the need for standardized products and progressive cognitive values.

In Indonesia itself, data from The Nielsen Company research states that people are socially aware during the decision to buy a product, and that they will check the packaging to assess their commitment to positive social and environmental impacts (Nielsen, 2014). 64% of consumers in Indonesia are willing to pay more for products from companies that are committed to creating positive social and environmental impacts (Nielsen, 2014). From these data, it can be concluded that consumer behavior at this time has changed to become more concerned about the environment. The change has become a problem for the industry. This is because the industry must respond and meet new market demands.

One of the actions that can be taken by the company is to produce environmentally friendly products. Eco-friendly products are products consisting of safe and non-toxic materials, which are reusable and do not have a negative effect on the environment during production, manufacture, installation, use, and post-use. By implementing this strategy, it will be in line with current consumer behavior. However, in reality, many consumers do not know whether a product is environmentally friendly or not. (Pickett-Baker & Ozaki, 2008) found that, apart from cleaning products, most consumers find it difficult to determine which products are environmentally friendly. This may be caused by the green message of the product not impressing the minds of buyers (Juwaheer et al., 2012). Therefore, green messaging on a product must be accessible in a way that is easy to understand right at the point of purchase (Juwaheer et al., 2012).

The use of eco-labels can be one solution. An Eco-label is a label available on a product which shows that the product is made with attention to environmental sustainability (Proi et al., 2023). The most important thing about the availability of eco-labels is to help consumers recognize products that are environmentally friendly. (Thøgersen et al., 2010) found that eco-labels can increase consumer awareness of environmental issues. This opinion is in line with research conducted (Iraldo et al., 2020) which shows that eco-labels are a more sophisticated market-based tool for achieving environmental goals. In addition, (Proi et al., 2023) also showed positive things from the use of eco-labels. The results state that eco-labels increase sales by increasing product differentiation, accountability, or consumer preference for environmentally friendly products.

So, this indicates that the eco-label is an important tool to prove claims for environmentally friendly products for consumers. From an informational perspective, eco-labels express product reliability, reduce ambiguity and doubt in selecting processes, provide eco-friendly messages to help consumers easily assess products, and increase their intention to buy eco-friendly products (Rahbar & Wahid, 2011).

After the company provides a solution with an eco-label, this will have an impact on green marketing. Companies are also starting to pay more attention to green marketing in several industries, such as the information and electronics industry (Chen, 2010). However, not all companies have enough ability to conduct green marketing strategies. If companies want to implement green marketing successfully, they must integrate green marketing concepts into all aspects of their marketing activities on a regular basis (Ottman, 1992). To support the success of launching green products, green marketing plays an important role in determining the success of selling these environmentally friendly products. Green marketing is often considered a marketing practice, an activity aimed at conveying messages to consumers in various aspects of marketing (planning, processing, promotion, people) with the aim of minimizing the environmental impact of products and services (Groening et al., 2018). The three main green marketing tools include (i) ecological brands; (ii) eco-labels; (iii) green advertisements (Rahbar & Wahid, 2011). Green advertisements are one of the main parts of green marketing. Green advertisements not only implement a differentiation strategy by creating a need for environmental preservation, but also can increase the attitude toward green products so that it can have an impact on consumer purchase intentions.

Apart from green advertisements, eco-labels also have an impact on government support. Eco-labels are relatively well understood as a policy tool (Akenji & Bengtsson, 2014) and (Meis-Harris et al., 2021). The existence of an eco-label will have an impact on government support in formulating policies. This policy will provide justice for both consumers and producers and will benefit everyone. This will later have an impact on the attitude toward green products, so that purchase intentions will increase.

Current technological developments provide benefits and convenience in various daily activities. Business activity by way of internet media is one of the uses of technology. The internet is an electronic means that can be used for various activities such as communication, research, and business transactions. Selling products on the internet or through social media will change the way marketing buys. A study (Moreira et al., 2021) found that the platform most widely used for digital marketing strategies is Instagram, because of the ease of communication and the large number of active users. The change in attitude toward green products can be strengthened by social media that promotes these products, so that this will later have an impact on consumer purchase intentions. Additionally, (Hahn et al., 2016) suggests that, to improve brand evaluation, companies must measure emotional responses to advertising in social media activities. However, (Azzari & Pelissari, 2020) shows that knowing a brand alone is not enough to arouse consumers' purchase intentions.

Based on these phenomena and explanations, the research question is whether there is a link between eco-labels and green advertisements, eco-labels and government support, green advertisements and attitudes toward green product, government support and attitudes toward green products, attitudes toward green products and purchase intention, and whether social media can strengthen the effect of attitudes toward green products and purchase intention.

## 2. THEORETICAL FOUNDATION

The theory often used to explain behavioral intention is Theory of Planned Behavior (TPB) (Ajzen, 1991) which is an extension of Theory of Reasoned Action (TRA) (Ajzen, 1991). TPB is based on the assumption that humans are rational beings and use the information that is possible for them, in a systematic manner (Ajzen, 1991). People think about the implications of their actions before they decide to do or not to do certain behaviors. TPB is a theory that analyzes consumer attitudes, subjective norms, and the perceived behavioral control of consumers (Ajzen, 1991). Consumer attitudes measures the way a person perceives an object as positive or negative, as well as beneficial or detrimental. Consumer attitudes are expected to determine what will be done in the future. Subjective norms, namely when consumers need to find information, evaluate alternatives, choose one of the alternatives, and then buy. Perceived behavioral control is a condition where people believe that an action is easy or difficult to do, because it includes past considered experiences.. TPB is very strong in explaining environmentally friendly behavior (Mancha et al., 2014). This statement is proven in research such as (Chen & Tung, 2014) in the context of green hotels and restaurants, (Ha & Park, 2012) in the context of efficient products, and (Scalco et al., 2017) in the context of green products, which states that the TPB theoretical framework is a theory that provides a good understanding for predicting consumer intentions and behavior.

### 2.1. ECO-LABELS AND GREEN ADVERTISEMENTS

Eco-labels are labels available on a product that shows that the product is made with attention to environmental sustainability. If a product already has an eco-label, this will have an impact on green advertisements because green advertisements play an important role in influencing consumers to buy environmentally friendly products. Green advertisements should make the messages contained in them specific, trustworthy, and serious because they contain persuasive selling points (Atkinson & Rosenthal, 2014). Thus, the company will be able to achieve consumer confidence at a certain level. Eco-labels have served as a strategic method for communicating a product's concern for the environment since organizations began to realize how this positively impacts the promotion of environmentally friendly products (Panopoulos et al., 2022). This is in accordance with TPB (Ajzen, 1991) which analyzes consumer attitudes, subjective norms, and behavioral control perceived by consumers, which will later indicate an action to be taken. Hence, this study is proposed:

- **H<sub>1</sub>:** Eco-labels have a significant positive effect on green advertisements.

### 2.2. ECO-LABEL AND GOVERNMENT SUPPORT

Products that already have an eco-label means that the product has paid attention to aspects of environmental sustainability. Products that already have an eco-label will have an impact on government support because eco-labels are relatively well understood as a policy tool (Akenji & Bengtsson, 2014) and (Meis-Harris et al., 2021) as later the eco-label will have an impact on policies issued by the government, which will certainly provide protection and benefits for consumers, producers, and all stakeholders. This explanation is in accordance with the assumptions of TPB (Ajzen, 1991), which states that humans are rational beings and use the information that is possible for them, systematically. Hence, this study is proposed:

- **H<sub>2</sub>:** Eco-labels have a significant positive effect on government support.

### 2.3. GREEN ADVERTISEMENT AND ATTITUDE TOWARD GREEN PRODUCT

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Companies use advertising as indirect forms of communication that provide information about the benefits of a product so that it can effect person's attitude to make a purchase. Research conducted by (Delafrooz et al., 2014) found that green advertising is an action to influence consumer attitudes to buy products that are environmentally friendly and by encouraging them to buy products that do not damage the environment. The conclusion is that green advertising will affect feelings and evaluations of products that have made advertisements that have a positive action on the environment so that they can influence consumer attitudes towards these green products. This is in accordance with TPB (Ajzen, 1991) which analyzes consumer attitudes, subjective norms, and behavioral control perceived by consumers, which will later indicate an action to be taken. So that, this study is proposed:

- **H<sub>3</sub>:** Green advertisements have a significant positive effect on attitudes toward green products.

### 2.4. GOVERNMENT SUPPORT AND ATTITUDE TOWARD GREEN PRODUCT

Government support through regulations and policies will have an impact on people's attitudes to buy green products. The more the government issues regulations or policies, the more people's attitudes towards buying green products will increase. The government must play an important role in promoting the adoption of green products (Nittala & Moturu, 2023). Governments should enforce stricter ecological rules to prevent certain behaviors that can negatively impact the environment (Kumar, 2021). This explanation is in accordance with (Li et al., 2020) and (Ling et al., 2023) who revealed that the government plays a key role in the behavior of environmentally conscious consumers. Therefore, the study proposes:

- **H<sub>4</sub>:** Government support has a significant positive effect on attitudes toward green products.

### 2.5. ATTITUDES TOWARD GREEN PRODUCTS AND PURCHASE INTENTIONS

Attitude is a relatively consistent evaluation, feeling, and tendency an individual possesses towards an object (Achrol & Kotler, 2012). Attitudes put people in a frame of mind about liking or disliking something, about approaching it or moving away from it. In this study, attitude is the consumer's perception of green products, and whether they like or dislike something. If consumers have a good perception of using green products, this will encourage these consumers to increase their intention to buy green products. This is consistent with the TPB (Ajzen, 1991) which provides a good understanding for predicting consumer intentions and behaviors. From the TPB (Ajzen, 1991) approach, attitude is often regarded as the most important factor influencing consumer product choice intentions and behavior. This explanation is in accordance with (Hoffmann et al., 2021) who state that purchase intention is also related to attitudes towards a brand and the way the brand is advertised. (Thøgersen et al., 2010), (Atkinson & Rosenthal, 2014), (Thøgersen et al., 2015), and (Yadav & Pathak, 2016) show empirical evidence that a positive attitude should have a positive and significant impact on consumer intentions to buy a green product. Attitude should act as an intermediary variable to explain the factors of belief,

cognitive value, or interest in the environment that shape the intention to buy green products. Several empirical studies on green product consumption show a positive effect on purchase intention (Bong Ko & Jin, 2017), (Prakash & Pathak, 2017), and (Yazdanpanah & Forouzani, 2015). Therefore, it is proposed:

- **H<sub>5</sub>:** Attitudes toward green products have significant positive effects on purchase intention.

## 2.6. SOCIAL MEDIA MARKETING MODERATE ATTITUDE TOWARD GREEN PRODUCT AND PURCHASE INTENTION

Technology continues to develop, making the emergence of a transition in marketing activities. Marketing that used to be done conventionally, has now switched to utilizing technology such as social media which can be accessed anytime and anywhere. Digitalization and the development of social media platforms have offered new ways for consumers to obtain information from trustworthy sources. Social media channels have facilitated increased communication between diverse stakeholders, which has opened the door to engaging in dialogue with consumers (Panopoulos et al., 2022). This also shows the increasing number of social media users in Indonesia. The high number of social media users has prompted many companies to carry out promotional activities on social media by cooperating with influencers, conducting product reviews on social media, and placing advertisements on social media to increase public awareness and interest. The role of social media makes companies compete in attracting customers by providing attractive promos, making product information as attractive as possible, and trying to showcase product advantages. Social media is widely used to promote environmentally friendly products when compared to other platforms (Shankar et al., 2020), (Zafar et al., 2021), and (Nekmahmud et al., 2022). The main value in producing environmentally friendly products is transforming the desire to protect the environment into a desire to buy (De Silva et al., 2021). Therefore, companies need to focus on things that can increase consumers' desire to buy environmentally friendly products. This is in accordance with the TPB (Ajzen, 1991) to determine the impact of marketing through social media, online product reviews, and environmental awareness on purchase intention and purchase behavior. Therefore, the study proposes:

- **H<sub>6</sub>:** Social media moderates the effect of attitudes toward green products on purchase intention.

## 3. METHOD

The research method employed was quantitative, using secondary data. Quantitative methods were used to observe situations or events that affect people. Quantitative research produces objective data that can be clearly communicated through statistics and numbers (Verhoef & Casebeer, 1997). Secondary data was obtained by distributing questionnaires to respondents. The questionnaire distributed must meet the requirements for validity and reliability testing. Data were analyzed using Structural Equation Model (SEM) based Partial Least Square (PLS) (Hair et al., 2021). The results of the data analysis are described to answer the established hypothesis.

### 3.1. RESPONDENTS

This study focuses on generation Y, also known as the Millennial generation (aged between 18-35). The choice of focus on the millennial generation is based on the fact that this is the dominant generation in Indonesia. The millennial customer group is a broad and potential market. In addition, (Nguyen & Nguyen, 2021) stated that the younger generation, as the largest potential consumption group, has received increasing attention to promoting environmentally friendly purchases. Statistically, this implies a promising green consumption marketing (Lee, 2008).

### 3.2. MEASUREMENTS

Ecolabeling is measured by products packaged using recycled containers, meaning the product has an environmentally friendly label certificate. There are claims of environmentally friendly products in advertisements that are displayed, and marketers must advertise the environmental aspects of the product, while the government must require the use of environmentally friendly labels (Nittala, 2014). Green advertisements are measured by green advertisements increasing knowledge about green products, enjoying watching broadcasts of green advertisements, and environmentally friendly advertisements guiding customers to make the right purchasing decisions (Ahmed et al., 2014). Government support is measured by the government supporting and increasing the use of environmentally friendly labels as an obligation, and the government introducing favorable laws and regulations for the use of environmentally friendly labels, and the government is active in providing all forms of infrastructure in increasing the use of environmentally friendly labels as an obligation (Tan & Teo, 2000). Attitude towards green products is measured by the reputation and environmental performance of environmentally friendly products that are generally reliable, that environmental claims of environmentally friendly products in general can be trusted, that environmental awareness of environmentally friendly product is as expected and that green products keep their promises and responsibility for environmental protection (Suki, 2016). Social media is measured by information from social media, convenience through social media, that social media is very interesting and fashionable, and that social media is for sharing information (Sun & Wang, 2020). Purchase intention is measured based on (Sun & Wang, 2020) consumer plans to buy environmentally friendly products in the future, availability to buy environmentally friendly products, and, the decision that, from now on, the plan is to buy environmentally friendly products, and the intention is to pay more for environmentally friendly products.

### 3.3. DATA ANALYSIS PROCEDURE

The data processing procedure begins with the evaluation of the measurement model. Evaluation of the measurement model is an evaluation of the relationship between constructs and their indicators. Evaluation of this reflective outer model includes two stages, namely evaluation of convergent validity and discriminant validity (Table 1).

**Table 1**  
*Discriminant and convergent validity*

Variable	Indicator	Loading value	p-value
Ecolabeling	Ecolabeling 1	0.555	<0.001
	Ecolabeling 2	0.688	<0.001
	Ecolabeling 3	0.702	<0.001
	Ecolabeling 4	0.818	<0.001
	Ecolabeling 5	0.778	<0.001
Government Support	Government Support 1	0.808	<0.001
	Government Support 2	0.899	<0.001
	Government Support 3	0.898	<0.001
Green Advertisement	Green Advertisement 1	0.896	<0.001
	Green Advertisement 1	0.908	<0.001
	Green Advertisement 1	0.900	<0.001
Social Media Marketing	Social Media Marketing 1	0.790	<0.001
	Social Media Marketing 2	0.860	<0.001
	Social Media Marketing 3	0.842	<0.001
	Social Media Marketing 4	0.835	<0.001
Attitude toward green product	Attitude toward green product 1	0.728	<0.001
	Attitude toward green product 2	0.826	<0.001
	Attitude toward green product 3	0.855	<0.001
	Attitude toward green product 4	0.912	<0.001
	Attitude toward green product 5	0.872	<0.001
Purchase Intention	Purchase Intention 1	0.776	<0.001
	Purchase Intention 2	0.909	<0.001
	Purchase Intention 3	0.902	<0.001
	Purchase Intention 4	0.754	<0.001
Sosmed*Attitude	Sosmed*Attitude	1.000	<0.001

Measurement of convergent validity is based on the loading value of each research indicator. If the rule of thumb interpretation of the loading factor value is  $> 0.55$ , it can be said that it meets convergent validity (Kock, 2011). All loading factor values  $> 0.55$  means that all research indicators meet convergent validity. Outer loading of indicators in a construct  $>$  all cross loading values with other constructs or the correlation of the construct with each indicator is greater than the size of the other constructs, then the latent construct predicts the indicator better than the other constructs. (Hair et al., 2017) so that it can be said discriminant validity is met.

**Table 2**  
*Composite reliability*

Variable	Composite Reliability	Standar untuk Confirmatory Research
Ecolabeling	0.836	0.7
Government Support	0.903	0.7
Green Advertisement	0.929	0.7

Table 2

Cont.

Variable	Composite Reliability	Standar untuk Confirmatory Research
Social Media Marketing	0.900	0.7
Attitude toward green product	0.923	0.7
Purchase Intention	0.904	0.7
Sosmed*Attitude	1.000	0.7

If the composite reliability value is  $\geq 0.7$  (Table 2), it can be said that it meets composite reliability (Kock, 2011). All research latent variables have a composite reliability value of  $\geq 0.7$  so it can be concluded that composite reliability is met (Table 3).

Table 3

Model Fit and Quality Indices Results

Model Fit and Quality Indices	Criteria Fit	Model Fit and Quality Indices Results
Average Path coefficient (APC)	Accepted if $p < 0.05$	$p < 0.001$
Average R-squared (ARS)	Accepted if $p < 0.05$	$p < 0.001$
Average adjusted R-squared (AARS)	Accepted if $p < 0.05$	$p < 0.001$
Average block VIF (AVIF)	Accepted if $\leq 5$	2.132
Average full collinearity VIF	Accepted if $\leq 5$	3.012
Tenenhaus GoF (GoF)	Small $> 0.1$ , Medium $> 0.25$ , Large $> 0.36$	0.642
Symphson's paradox ratio	Accepted if $\geq 0.7$	1.000
R squared contribution ratio	Accepted if $\geq 0.9$	1.000
Statistical suppression ratio	Accepted if $\geq 0.7$	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if $\geq 0.7$	0.833

If the value of the fit model matches the established criteria, it can be said that it meets the fit model criteria (Kock, 2011). It can be seen that all indicators meet the model fit criteria, meaning that all indicators are met. For the GoF criteria, it shows as large because it is  $> 0.36$ .

## 4. RESULTS

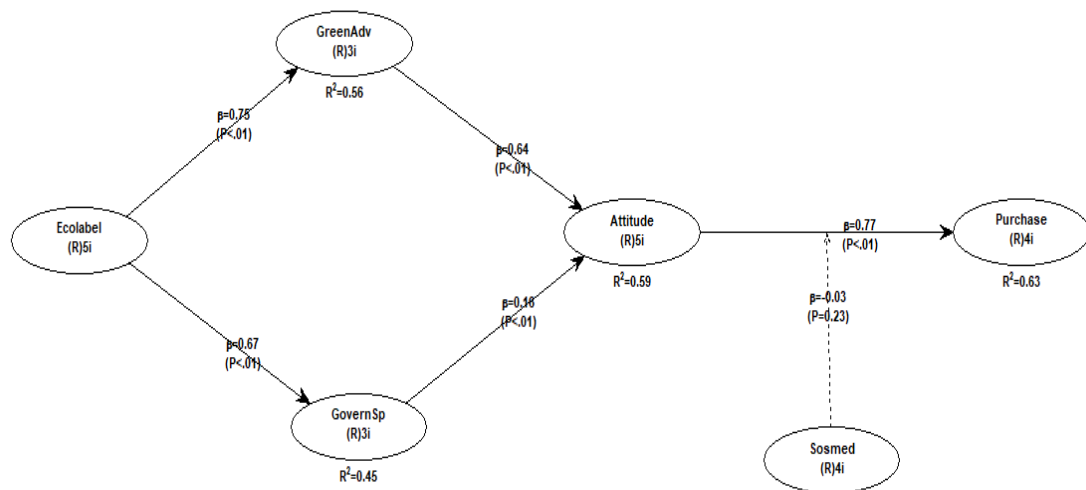
### 4.1. PRELIMINARY ANALYSIS

Based on the data obtained, the respondents consisted of 153 men and 311 women, bringing a total of 464 respondents. Respondents were dominated by millennials, and the remaining 16% of respondents were over 35 years old. Respondents live in Indonesia and come from different areas, such as on the islands of Java, Sumatra, Sulawesi, Kalimantan, Bali and others. Most of the respondents are students, so that the majority of respondents do not earn an income.

The results of the hypothesis testing are presented in table 4 which shows that all hypotheses are accepted. Only one hypothesis is rejected, namely hypothesis 6 which tests the moderating role of the attitude toward green product and purchase intention (Figure 1).

**Table 4**  
*Path Coefficient Value Between Variables*

Predictor Variable	Response Variable	Path Coefficient	p-value	Remarks
Ecolabeling	Green Advertisement	0.748	<0.001	Hyphotesis accepted
Ecolabeling	Government Support	0.669	<0.001	Hyphotesis accepted
Green Advertisement	Attitude toward green product	0.638	<0.001	Hyphotesis accepted
Government Support	Attitude toward green product	0.160	<0.001	Hyphotesis accepted
Attitude toward green product	Purchase Intention	0.770	<0.001	Hyphotesis accepted
Sosmed*Attitude	Purchase Intention	-0.034	0.233	Hyphotesis rejected



**Figure 1.** Path Diagram of Hypothesis and Moderating Test Results (Moderated Mediation PLS-SEM Model)  
*Source:* developed by researchers, 2023.

These findings offer useful insights into the acceptability of eco-labels and help broaden our understanding of green consumption. Specifically, this study examines the main effects of eco-label sources and the specificity of the arguments and their interaction with the involvement of eco-label products on attitude toward green products, which are mediated by green advertisements and government support and moderated by social media on purchase intentions. This study found that there was a positive influence between eco-labels and green advertisements, eco-labels and government support, green advertisements and attitudes toward green products, government support and attitudes toward green products, and attitudes toward green product and purchase intention. Unfortunately, social media is not able to moderate the effect of attitude toward green products on purchase intention.

One way to foster consumer trust and positive attitudes is to use labels that provide detailed explanations of certain credential claims. Whereas a simple label can provide a heuristic cue about a product's features, such cues may be inadequate when a consumer's decision considers the potential environmental impact. Conversely, a more useful and effective label will back up a claim with specific information. This study explains that companies that already have eco-labels will have an impact on green advertisements. Therefore, green advertisements should make the messages contained in them specific, trustworthy, and serious because they contain persuasive selling points (Atkinson & Rosenthal, 2014). Thus, the company will be able to achieve consumer trust at a certain level, this will later increase the attitude toward green products and will ultimately increase purchase intention.

In addition to having an impact on green advertisements, eco-labels also have an impact on government support because eco-labels are relatively well understood as a policy or regulatory tool (Akenji & Bengtsson, 2014) and (Meis-Harris et al., 2021). For more complex consumer orientations, such as trust, the pattern is different. When evaluating the trustworthiness of green labels for low-involvement products, consumers are far more likely to view government-sourced labels as reputable and credible (Akenji & Bengtsson, 2014). Consumers may trust government labels more than company labels. This may be particularly so for products that have consequences for personal health and safety. So that it will increase the attitude toward green products, which in turn has an impact on increasing purchase intention.

Likewise with the attitude toward green products, this study found that attitudes toward green products can increase purchase intention. Positive feelings and images are the fundamental impacts that make customer attitudes and impact their intentions to buy green products (Thøgersen et al., 2015). Likewise with (Yadav & Pathak, 2016) consumer attitudes towards green products have a significant effect on themselves or their intention to purchase green products. This is in accordance with TPB (Ajzen, 1991), and attitude is often considered as the most important factor influencing the intention and behavior of consumer product selection. TPB analyzes consumer attitudes, subjective norms, and perceived behavioral control of consumers (Ajzen, 1991).

Unfortunately, this study cannot show the moderating role of social media on the influence of attitude toward green products and purchase intention. This is likely because some customers are disappointed with transactions made via social media. If the customer is disappointed, he will tell his friends, relatives, or colleagues. Another possibility is due to the lack of understanding of customers making transactions via social media, therefore tutorial assistance via YouTube or other media is needed as a guide for transactions.

### 4.3. THEORETICAL CONTRIBUTION

Labels introduce a pooling balance and offer no clear advantage to potential corporate or government labelers, meaning a buyer can't tell, based on the source of the label, whether a product is better or worse, or whether the source of the label is better or worse. In these conditions, TPB (Ajzen, 1991) acts as consumer attitudes, subjective norms, and behavioral controls that help consumers distinguish between different sellers or sources of environmentally friendly labels. Consumer attitude measures the way a person perceives an object as positive or negative, as well as beneficial or detrimental. Consumer attitudes are expected to determine what will be done in the future. Subjective norms, namely when consumers in this case need to find information, evaluate alternatives, choose one of the alternatives, then buy. Perceived behavioral control is a condition where people believe that an action is easy or difficult to do, because it includes

past experiences that someone considers. TPB (Ajzen, 1991) is very strong in explaining green behaviour.

#### 4.4. PRACTICAL CONTRIBUTION

From an advertiser's point of view, it seems that adding eco-labels to a product elicits a positive reaction from consumers, especially when they are used with low-involvement products. For everyday, frequently purchased items, such as food and other fast-moving consumer goods, companies can benefit from attaching an eco-friendly label. Add an eco-friendly label to the products they sell, it generates more positive attitudes among consumers about the product and the source. Apart from that, eco-labels will have an impact on policies issued by the government, which will certainly provide protection and benefits for consumers, producers and all stakeholders.

#### 4.5. LIMITATIONS AND FUTURE RESEARCH

The limitation of this study is that it does not specifically classify respondents, so it does not give a clear picture of the characteristics of the respondents. The majority of respondents are students, so it cannot be generalized to consumers in general.

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#### AUTHOR'S CONTRIBUTION

**SS:** conceptualization; validation; formal analysis; supervision & writing – original draft; **IBR:** methodology; software; data curation & project administration; **EL:** visualization & writing – review & editing; **DAD:** investigation & resources


#### DATA AVAILABILITY STATEMENT

The dataset that supports the results of this study is not publicly available

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