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The Effect of Green Product Attributes, Green Trust, and Environmental Awareness on Purchase Intention to Buy Greenwash Detergent

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Abstract

Environmental concerns arising from the use of household products, especially conventional detergents that are not easily biodegradable, have driven the emergence of eco-friendly detergents as a more sustainable option. In response, this study seeks to examine how green product attributes, green trust, and environmental awareness influence green purchase intention toward Greenwash detergent. The research adopted a quantitative design using a survey approach. The study involved 100 respondents who were already familiar with information about the Greenwash detergent product. Participants were selected through purposive sampling based on criteria relevant to the research objectives. Primary data were gathered using questionnaires measured on a Likert scale and processed through multiple linear regression analysis, following tests of validity, reliability, and classical assumptions. The findings reveal that green product attributes, green trust, and environmental awareness each have a positive and significant partial effect on green purchase intention. Environmentally friendly product characteristics, stronger consumer confidence in the company's environmental claims, and higher awareness of environmental protection are key factors that encourage the intention to purchase eco-friendly detergent products.

Keywords

Environmental Awareness, Green Product Attributes, Green Purchase Intention, Green Trust.

1. Introduction

Environmental problems from household activities are increasingly concerning, especially waste from detergents that can contaminate water and soil (Rahim et al., 2021). Conventional detergents often contain synthetic chemicals that are hard to decompose naturally, negatively impacting aquatic ecosystems and environmental quality (Zhuang, 2021). As public awareness of environmental sustainability grows, the household products industry has developed eco-friendly or green products, including detergents claimed to be safer for ecosystems (Vilaningrum & Pranatasari, 2024). This growth intensifies competition among producers, requiring companies to attract consumers through effective, sustainable green marketing strategies. In this context, purchase intention toward green products becomes a crucial factor in the market success of environmentally friendly products.

Green purchase intention refers to an individual's tendency to choose and buy products perceived to have lower negative environmental impacts compared to conventional products (Zhuang, 2021). It reflects consumers' willingness to support environmental sustainability through responsible consumption behavior, and in green marketing, it serves as an important indicator representing consumers' initial response before actual purchase decisions (Gunawan et al., 2025). A high level of green purchase intention shows that consumers understand environmental issues and are willing to integrate environmental values into purchasing. Therefore, understanding factors that influence green purchase intention is essential for companies designing sustainability-oriented marketing strategies. Previous studies by Ahmed et al. (2021) show that it is influenced by factors including green product attributes, green trust, and environmental awareness. One main factor is green product attributes characteristics reflecting a company's commitment to environmental preservation, like biodegradable materials and resource efficiency (Mamonto & Nuvriasari, 2025). These attributes shape consumer evaluations and perceptions of environmental value, which can increase intention to purchase environmentally friendly products (Rahmawaty et al., 2025).

According to sustainable consumer behavior theory, product attributes that align with consumers' values and environmental concerns can shape positive attitudes, thereby influencing the intention to purchase environmentally friendly products. Clearly communicated and credible green product attributes enhance perceived environmental value, encouraging consumer choice. Consumers tend to show higher purchase intention toward products with easy-to-understand, environmentally friendly attributes whose benefits are directly perceived (Wen et al., 2024). Previous research by Mamonto and Nuvriasari (2025) shows that green product attributes increase green purchase intention because they reflect a company's commitment to environmental. In addition to product attributes, green trust also influences green purchase intention (Tan et al., 2022). Green trust is the level of consumer confidence in a company's commitment and honesty in communicating environmental claims (Chairy & Alamb, 2019). A high level of green trust reduces perceived risk and increases confidence in environmental benefits, making it strategic in building long-term consumer-brand relationships (Nisa et al., 2022).

Based on relationship marketing theory, consumer trust plays an important role in shaping purchase intention because it reduces uncertainty and perceived risk in decision-making. Green trust can increase green purchase intention as consumers feel confident that environmental claims by companies are credible (Ahmed et al., 2021). Trust in a company's environmental commitment encourages positive attitudes toward eco-friendly products (Cam, 2023). Empirical studies show green trust strengthens beliefs in environmental benefits, contributing to higher green purchase intention, though some find its effect is not always significant when consumers are skeptical of environmental claims (Chairy & Alamb, 2019; Zhang et

al., 2025). Besides green product attributes and green trust, environmental awareness significantly influences green purchase intention (Zameer & Yasmeen, 2022). Environmental awareness reflects understanding of environmental issues and consumption impacts, motivating individuals to choose products perceived as safer for the environment (Suharto et al., 2022; Mustafa et al., 2024). While many studies show environmental awareness increases green purchase intention, others note it does not always lead to strong intention due to price, habits, and limited green product availability (Rahim et al., 2021). This study examines green purchase intention among consumers of Green Wash HNI Detergent in Indonesia, chosen for its eco-friendly claims, such as safer materials and efficient water use.

2. Literature Review and Hypothesis Development

2.1. The Effect of Green Product Attributes on Green Purchase Intention

Green product attributes refer to the physical and non-physical characteristics of a product designed to minimize negative environmental impacts throughout its life cycle (Dai et al., 2025). These attributes encompass raw materials, production processes, distribution, usage, and disposal that consider ecological sustainability. Green product attributes include the use of renewable materials, energy-efficient production, and packaging that is recyclable or biodegradable (Maianto et al., 2024). Previous studies by Suharto et al. (2022) indicate that green product attributes, reflected in environmentally friendly raw materials, recyclable packaging, and sustainable production processes, have a positive and significant effect on consumers' purchase intention. Consumers tend to show a higher preference for products that demonstrate a tangible commitment to environmental preservation.

This finding is supported by research stating that the green value embedded in product attributes significantly increases green purchase intention, as it is perceived as a form of corporate social responsibility (Kumar & Ghodeswar, 2015). Sustainability attributes also enhance the image and attractiveness of green products in the eyes of consumers (Proi et al., 2023). Green product attributes are proven to be more effective in encouraging purchase intention when consumers clearly understand the environmental benefits offered (Zhuang, 2021). Consumers tend to evaluate not only the functional performance of a product but also the extent to which it reflects environmental responsibility and ethical commitment. Therefore, transparent communication regarding eco-friendly materials, production processes, and long-term environmental impact plays a crucial role in strengthening consumers' trust and translating positive perceptions into actual purchase intentions. Referring to the literature review above, the hypothesis is presented as follows.

H1: Green product attributes have a positive and significant effect on green purchase intention.

2.2. The Effect of Green Trust on Green Purchase Intention

Green trust refers to consumers' confidence in the reliability, honesty, and credibility of a company in implementing environmentally sustainable practices and delivering authentic environmental claims (Ahmed et al., 2021). It reflects the extent to which consumers believe that a product or brand genuinely upholds the ecological values it promotes rather than merely using them as a marketing strategy (Mamonto & Nuvriasari, 2025). When consumers perceive that a company demonstrates real environmental commitment and integrity, their level of trust increases, which in turn positively and significantly influences green purchase intention (Majeed et al., 2022).

Research by Wang et al. (2019) shows that green trust influences purchasing decision-making process, particularly in markets where environmental claims may

raise skepticism. By minimizing uncertainty regarding product performance and environmental impact, trust strengthens consumers' confidence in selecting green products. Furthermore, trust in the reputation and integrity of environmentally responsible brands reinforces positive attitudes and encourages purchase decisions (Shafiq et al., 2023). Green trust ultimately serves as a crucial psychological mechanism that translates environmental beliefs into behavioral intentions, as consumers are more willing to buy products they perceive as genuinely delivering tangible environmental benefits (Chairy & Alam, 2019). Based on the explanation, the hypothesis can be formulated as follows.

H2: Green trust has a positive and significant effect on green purchase intention.

2.3. The Effect of Environmental Awareness on Green Purchase Intention

Environmental awareness refers to the level of an individual's understanding, knowledge, and attitudes toward environmental issues and their impact on human life (Kousar et al., 2022). This awareness encompasses the recognition of environmental problems, comprehension of their causes and consequences, and the belief that individual actions can contribute to sustainable solutions. Empirical studies demonstrate that environmental awareness has a positive and significant effect on green purchase intention, as consumers who understand the ecological consequences of the products they consume are more inclined to make responsible choices (Puspadini et al., 2025). Such understanding encourages consumers to prefer products that align with sustainability values and minimize environmental harm.

In addition, higher levels of environmental awareness foster stronger environmental concern, which directly influences purchasing considerations and evaluation criteria (Zameer & Yasmeen, 2022). Consumers who are environmentally aware tend to assess product attributes such as eco-labels, recyclable materials, and sustainable production processes before making decisions. This awareness also functions as a foundational driver in shaping sustainable consumption behavior by integrating environmental considerations into everyday purchasing practices (Mamonto & Nuvriasari, 2025). Moreover, environmental awareness stimulates positive attitudes toward green products, reinforcing the intention to purchase them and strengthening the consistency between environmental values and actual buying behavior (Suharto et al., 2022).

H3: Environmental awareness has a positive and significant effect on green purchase intention.

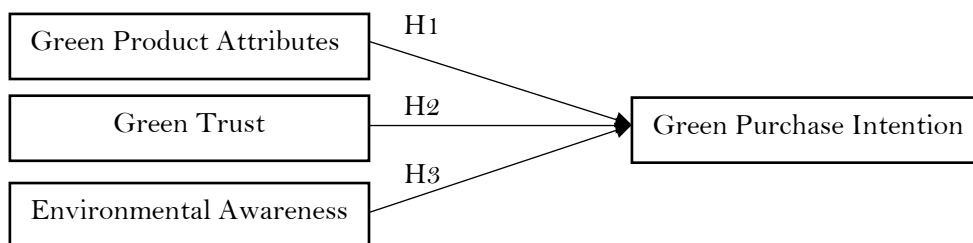


Figure 1. Conceptual Framework

This study proposes a research framework that examines the influence of green product attributes, green trust, and environmental awareness on green purchase intention. Green product attributes are expected to positively and significantly affect purchase intention (H1), as environmentally friendly features enhance product attractiveness. Green trust is also hypothesized to have a positive and significant effect (H2), since consumers who trust a brand's environmental commitment are

more likely to intend to purchase. Additionally, environmental awareness is predicted to positively and significantly influence green purchase intention (H3), as greater concern and understanding of environmental issues encourage sustainable purchasing decisions.

3. Methods

This study employed a quantitative research design aimed at testing relationships among variables through the collection of numerical data and statistical analysis. Data were collected using a structured questionnaire, developed based on the operational definitions of the research variables. The primary variables measured in this study included green product attributes, green trust, environmental awareness, and green purchase intention. Each item was assessed using a five-point Likert scale, with response options ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' level of agreement with each statement.

The population for this research consisted of individuals who had been exposed to information about the Greenwash detergent product but had not yet purchased it. This population was considered relevant as it represents potential consumers at the pre-purchase stage. Due to the lack of a defined finite population frame, the population was treated as infinite for sampling purposes. A purposive sampling technique was applied to recruit respondents based on specific criteria aligned with the research objectives. Eligible participants were required to be at least 17 years old and familiar with the Greenwash detergent product, although they had not previously purchased it. The sample size was determined using the LEMESHOW formula with a 95% confidence level and a 10% margin of error, resulting in a minimum sample size of 96 respondents. To facilitate analysis and account for potential incomplete responses, this number was rounded to 100 respondents.

Data were collected online using Google Forms and subsequently downloaded for further processing and analysis. In this study, green product attributes were measured through several indicators, including energy efficiency, recyclable packaging, environmentally friendly production processes, green labeling, and the use of eco-friendly raw materials (Shivananda & Madhushree, 2023; Pramesti & Nuvriyari, 2025). Meanwhile, green trust was assessed based on key indicators such as reliability, environmental commitment, long-term consistency in environmental responsibility, transparency, and innovation (Li & Sun, 2022; Alhomid, 2025). Furthermore, environmental awareness was measured using indicators that reflect concern for environmental issues, awareness of environmental impacts, individual contribution to environmental preservation, and commitment to environmentally friendly behavior (Yadav & Pathak, 2015; Ramandini et al., 2025).

For data analysis, the study utilized SPSS as the primary analytical tool. The analysis began with validity and reliability tests, descriptive statistics to summarize respondent characteristics, and the distribution of variable responses. This was followed by classical assumption tests (normality, linearity, multicollinearity, and heteroscedasticity) to verify that the data met the assumptions required for regression analysis. Upon satisfying these assumptions, multiple linear regression analysis was performed using SPSS to examine the influence of green product attributes, green trust, and environmental awareness on green purchase intention. The results were used to evaluate the research hypotheses comprehensively, based on significance values and regression coefficients.

4. Results

This section presents the empirical findings of the study, beginning with an evaluation of the measurement instrument to ensure its validity and reliability before proceeding to further statistical analyses. Testing the quality of the instrument is

essential to confirm that each construct is accurately measured and that the data obtained are suitable for hypothesis testing. Therefore, validity and reliability tests were conducted on all questionnaire items representing green product attributes (X1), green trust (X2), environmental awareness (X3), and green purchase intention (Y). The results of the validity test are presented in Table 1.

Table 1. Validity Test

Variable	Item	Sig. (2-tailed)
Green Product Attributes(X1)	X1.1	0.000
	X1.2	0.000
	X1.3	0.000
	X1.4	0.000
	X1.5	0.000
Green Trust (X2)	X2.1	0.000
	X2.2	0.000
	X2.3	0.000
	X2.4	0.000
	X2.5	0.000
Environmental Awareness(X3)	X3.1	0.000
	X3.2	0.000
	X3.3	0.000
	X3.4	0.000
Green Buying Intent (Y)	Y.1	0.000
	Y.2	0.000
	Y.3	0.000
	Y.4	0.000
	Y.5	0.000

According to Table 1, the variables green product attributes (X1), green trust (X2), environmental awareness (X3), and green purchase intention (Y) all have significance values of 0.000 (< 0.05). As a result, every statement item is deemed suitable and legitimate for use as a measuring tool in this research. The following are the findings of the questionnaire instrument’s reliability test in Table 2:

Table 2. Reliability Test Results

Variable	Cronbach’s Alpha
Green Product Attributes(X1)	0.800
Green Trust (X2)	0.825
Environmental Awareness (X3)	0.832
Green Buying Intent (Y)	0.803

According to Table 2, all of the research variables had Cronbach’s Alpha values higher than 0.70. This suggests a high degree of reliability for the research tool, indicating that the questionnaire is reliable and consistent enough to be used for additional study. The Kolmogorov–Smirnov value was used to measure the normalcy test, and the results are shown in Table 3.

Table 3. Normality Test

Test	Unstandardized Residual
N	100
Mean	0.0000000
Std. Deviation	1.12895505
Absolute	0.085
Positive	0.085
Negative	-0.045
Test Statistic	0.085
Asymp. Sig. (2-tailed)	0.070 ^c

Based on Table 3, a significance value of 0.070, which is higher than the significance level of 0.05, was determined based on the residual values and the results of the Kolmogorov–Smirnov test. This finding suggests that the residual distribution is not deviating from normality. As a result, the regression model’s normality assumption is regarded as satisfied, enabling the study to move on to the following phase.

Table 4. Multicollinearity and Heteroscedasticity Test

Variable	Multicollinearity Test		Heteroscedasticity Test
	Tolerance	VIF	Sig.
Green Product Attributes(X1)	0.982	1.018	0.490
Green Trust (X2)	0.989	1.011	0.054
Environmental Awareness(X3)	0.991	1.009	0.461

The test findings on Table 4 show that all independent variables have Variance Inflation Factor (VIF) values below 10 and tolerance values above the minimum level of 0.10. These results suggest that independent variables do not exhibit a high degree of association. Thus, it can be said that the regression model is suitable for additional analysis and is free of multicollinearity problems. To ascertain whether the regression model contains non-constant residual variances, the heteroscedasticity test was performed. Table 4 shows that all the independent variables had significance values higher than 0.05, according to the test results. This result suggests that the independent variables have no discernible impact on the absolute residual values. Thus, there are no signs of heteroscedasticity in the regression model employed in this investigation.

Table 5. Multiple Linear Regression Analysis

Variable	Uns. Coeff. Beta	Std. error	Stand. Coeff. Beta	t-statistics	Sig.
Constant	1.727	1.593		1.084	0.281
Green Product Attributes(X1)	0.366	0.053	0.448	6.927	0.000
Green Trust (X2)	0.279	0.037	0.487	7.548	0.000
Environmental Awareness(X3)	0.341	0.053	0.413	6.419	0.000

Based on Table 6, the regression equation obtained is as follows: $Y = 1.727 + 0.366X_1 + 0.279X_2 + 0.341X_3$. These results indicate that the constant value of 1.727 implies that if green product attributes, green brand trust, and environmental awareness are assumed to be zero, the level of purchase intention would remain at 1.727. Second, the regression coefficient for green product attributes (X1) is 0.366, which implies that a one-unit improvement in green product attributes is associated with an increase of 0.366 in purchase intention, while other variables are held constant. Third, the coefficient for green brand trust (X2) is 0.279, indicating that stronger trust in the green brand contributes to a 0.279 rise in purchase intention. Fourth, environmental awareness (X3) has a coefficient of 0.341, showing that higher levels of consumer awareness about environmental issues correspond to a greater intention to purchase greenwash detergent products.

The t-test findings show that green product attributes (X1) obtain a significance level of 0.000, which is below the 0.05 threshold, indicating a positive and statistically significant impact on purchase intention; thus, the first hypothesis is supported. In the same way, green brand trust (X2) yields a significant value of 0.000, also lower than 0.05, confirming its positive and significant contribution to purchase

intention and supporting the second hypothesis. Environmental awareness (X3) likewise presents a significant level of 0.000, remaining under 0.05, which verifies that it positively and significantly affects purchase intention; accordingly, the third hypothesis is accepted. Furthermore, the coefficient of determination is used to measure how strongly the independent variables explain variations in the dependent variable, as reflected in the following results.

Table 6. Determination Coefficient Analysis (R^2)

Test	Value
R	0.778 ^a
R Square	0.605
Adjusted R Square	0.593
Std. Error of the Estimate	1.146

Table 6 shows the Adjusted R Square is recorded at 0.593, indicating that 59.3% of the changes in purchase intention are accounted for by green product attributes, green brand trust, and environmental awareness. The remaining 40.7% is attributed to factors not included in the research model. This suggests that the regression model demonstrates a fairly strong capacity to explain the dependent variable.

5. Discussion

The first hypothesis's test findings show that consumers' intentions to buy greenwash detergent are positively and significantly impacted by the green product qualities. According to this research, a product's integrated eco-friendly features, such as its effectiveness in use, use of safe raw materials, sustainable production methods, and recyclable packaging, have a significant impact on consumers' desire to purchase. Conceptually, green product attributes reflect environmental value perceived as a form of corporate responsibility toward sustainability, thereby enhancing perceptions of product value and quality. In the context of detergent products that are used routinely and have the potential to cause environmental impacts, the presence of eco-friendly attributes becomes a major consideration for consumers. These results are consistent with the findings of Zhuang (2021) and Suharto et al. (2022) who state that the clarity and credibility of green product attributes can increase perceptions of environmental benefits and encourage purchase intention. In addition, Rahmawaty et al. (2025) emphasize that green product attributes are a dominant factor in consumer purchasing decisions, especially among generations with a high level of concern for sustainability issues.

The second hypothesis is accepted since the test results demonstrate that customers' green purchase intentions for greenwash detergent are positively and significantly impacted by green brand trust. This research suggests that a brand's level of consumer trust, particularly its dedication and consistency in adopting eco-friendly practices, significantly influences consumers' intentions to make green purchases. Green brand trust functions as a psychological mechanism that reduces consumers' perceived risk and uncertainty in the decision-making process for purchasing green products, given that environmental claims are often difficult to verify directly (Chairy & Alamb, 2019). Customers are more likely to buy ecologically friendly products when they have faith in the company's integrity when making environmental claims and when they have faith in the product's efficacy and safety. When it comes to green detergent, consumers' intention to make green purchases is bolstered by their belief in the product's performance, material safety, and environmental impact.

The third hypothesis is accepted since the test findings show that customers' green buying intentions for greenwash detergent are positively and significantly impacted by environmental awareness. This research implies that buyers who are

highly conscious of and concerned about environmental issues are more inclined to select and buy eco-friendly detergents. Environmental awareness shapes pro-environmental values and attitudes that subsequently influence green consumption intentions and behaviors (Yadav & Pathak, 2015). Customers are more likely to take sustainability into account when making purchases when they are aware of the drawbacks of using traditional detergents, such as water pollution and the buildup of chemical waste. In this context, environmental awareness not only reflects consumers' level of knowledge about environmental issues but also demonstrates a moral responsibility to support sustainable consumption practices.

6. Conclusion

The results of this study demonstrate that green product attributes, green trust, and environmental awareness each exert positive and significant effects on green purchase intention. Specifically, products with clearly communicated and credible environmentally friendly features tend to increase consumers' willingness to purchase green products. Likewise, higher levels of green trust, reflecting consumers' confidence in a brand's environmental responsibility, strengthen their intention to make green purchases. Environmental awareness also plays a vital role, as greater concern for and understanding of environmental issues are associated with a stronger likelihood of selecting environmentally friendly products. These findings suggest that firms seeking to enhance green purchase intention should prioritize not only the development of beneficial environmental product attributes but also transparent and trustworthy environmental communication and initiatives that elevate consumer awareness of sustainability issues. Integrated green marketing strategies that combine product development, credible branding, and environmental education may elicit more favorable consumer responses and support long-term brand loyalty in environmentally conscious markets.

Despite these contributions, several limitations should be noted when interpreting the findings. The explanatory strength of the research model remains moderate, with an Adjusted R-Square of 0.593, indicating that approximately 40% of the variance in green purchase intention is influenced by factors outside the current framework. Additionally, the study's focus on a single eco-friendly detergent brand, greenwash, limits the generalizability of the results to other product categories. Moreover, reliance on questionnaire-based data collection introduces the potential for subjective responses that may affect measurement precision. Future research should consider expanding the range of product categories, incorporating additional variables such as perceived price or social norms, and employing mixed-methods or longitudinal designs to deepen understanding of the dynamics of green consumer behavior over time.

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