



The influence of green lifestyle, green awareness, and eco-labels on the interest in purchasing environmentally friendly products among FEBI UINSU students

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Article Info	ABSTRACT
Article history: Received Jul 04, 2026 Revised Jul 21, 2026 Accepted Jul 30, 2026	Focusing on the consumption behavior of FEBI UINSU students, this associative quantitative research examines the relationship between green lifestyle, green awareness, and eco-labeling on the purchase intention of environmentally friendly products. Involving 100 students selected through purposive sampling, a questionnaire instrument was used as the primary data collection medium, which was then analyzed using the SEM-PLS algorithm via SmartPLS 4.0. Field findings show that a green lifestyle is not yet a strong predictor in significantly predicting purchase intention, even though the relationship is positive. In contrast, indicators of green awareness and eco-friendly labels show a substantial positive impact. These findings underscore the importance of environmental education and the effectiveness of product labels in stimulating sustainable purchasing decisions among academics. <i>This is an open access article under the CC BY-NC license.</i>
Keywords: Green Lifestyle; Green Awareness; Eco-Label; Purchase Interest.	



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1. INTRODUCTION

Environmental degradation and global climate change are critical issues driven by human activity, particularly unsustainable consumption and production patterns. The IPCC (2021) confirms that the acceleration of climate change is influenced by increasing greenhouse gas emissions resulting from human activity. Therefore, shifting consumer behavior toward more sustainable consumption patterns is a crucial step, taking into account the environmental impact of every purchasing decision (Laela et al., 2025).

In Indonesia, increasing public concern for the environment has driven demand for environmentally friendly products (Prameswari, 2023). Consumers now consider not only price and quality but also a product's ecological impact (Adawiyah, 2024). However, the perception that environmentally friendly products are more expensive and doubts about environmental claims remain obstacles to increasing consumer purchasing interest (Lestari et al., 2020).

Empirical findings indicate that increasing public awareness of sustainability issues has driven interest in environmentally friendly products in Indonesia. A survey by WWF Indonesia and Nielsen showed that 63% of Indonesian consumers are willing to purchase environmentally friendly products even if they are more expensive (Blanco et al., 2025). This situation indicates good potential for the acceptance of eco-labeled products in the domestic market (WWF Indonesia and Nielsen, 2017). However, this purchasing interest still faces various obstacles. A Snapcart Indonesia survey

showed that 45% of respondents had not purchased eco-friendly products because they did not understand the concept, 22% considered the price to be more expensive, 20% stated that the products were difficult to find, and 13% preferred using conventional products Karyoko (2024).



Figure 1. Reasons Indonesian Consumers Haven't Purchased Eco-Friendly Products
Source: Karyoko (2024), compiled from a Snapcart Indonesia survey.

Figure 1 shows that limited public understanding of environmentally friendly products and the tendency of some consumers to choose conventional products indicate that purchasing interest in environmentally friendly products is still suboptimal. This situation highlights various barriers preventing people from choosing more environmentally friendly products.

Purchase intention for environmentally friendly products is a consumer's tendency to choose products with a lower environmental impact. Purchase intention is an important part of consumer behavior because it reflects a person's pre-purchase tendencies (Harahap & Lubis, 2024). Increasing concern for sustainability issues has also driven the growth of the eco-friendly product market. According to (Zhang & Dong, 2020), consumers with high environmental concerns tend to show greater purchase intention for eco-friendly products. (Chaniago, 2020) explains that eco-friendly products are designed to minimize negative impacts on the environment from production to consumption. These characteristics can increase consumer purchase intention because eco-friendly products are considered safer and support environmental conservation (Yati et al., 2024). Therefore, understanding the concept of eco-friendly products is a crucial factor in shaping consumer purchase intention.

One of the determinants suspected of triggering purchase intention for environmentally friendly products is a green lifestyle. According to (Chi, 2021), a green lifestyle represents the internalization of values and actions oriented towards environmental sustainability in daily activities. This practice is reflected in concrete habits, such as saving electricity, minimizing the use of single-use plastics, and a preference for environmentally friendly products. Research by (Febriandari, 2025) confirmed that a green lifestyle has a significant positive impact on purchase intention for environmentally friendly products. Conversely, findings by (Wardana, 2026) confirmed that a green lifestyle has a significant positive impact on purchase intention for environmentally friendly products. Conversely, findings by (Baltodano-nontol et al., 2024).

Another factor thought to influence purchase intention is green awareness. Green awareness refers to the extent to which an individual understands and cares about environmental threats posed by production and consumption activities (Quoc et al., 2025). This indicator reflects a person's level of understanding of the impact of daily activities on the environment. The higher a person's environmental awareness, the greater their tendency to choose environmentally friendly products (Oktavia, 2025). In line with this, (Wijekoon & Sabri, 2021) stated that environmental awareness has a

positive and significant effect on purchase intention. However, (Kim & Lee, 2023) found that environmental awareness does not significantly influence purchase intention if it is not supported by other factors, such as environmental knowledge and belief in the effectiveness of consumer actions.

The presence of eco-friendly labels is also a factor influencing public interest in purchasing eco-friendly products. As an information medium, eco-friendly labels demonstrate a product's level of environmental concern, helping consumers recognize eco-friendly products (Panopoulos et al., 2023). Research by (Büttner et al., 2024) shows that eco-friendly labels positively influence consumer perceptions and purchase intentions because they increase trust and clarity of information. However, (Janah et al., 2025) found that eco-friendly labels do not always have a significant impact on purchase intentions, especially when consumers do not yet understand the meaning and function of the label.

Responding to the global movement, the Indonesian government has demonstrated its commitment to supporting the Sustainable Development Goals (SDGs), particularly Goal 12, which emphasizes the importance of responsible production and consumption patterns (Djajadiwangsa, 2022). Through various environmental literacy policies and programs, the government encourages the public to adopt more environmentally friendly consumption behaviors. In this context, students are positioned as agents of change with a crucial role in supporting environmental conservation (UNDP, 2023).

Although various studies have examined the influence of green lifestyle, green awareness, and eco-labels on purchase intention for eco-friendly products, most of these studies still test each variable separately or only combine two variables in a single research model. As a result, not many studies have analyzed all three variables simultaneously within a single conceptual framework to determine their relative contribution to consumer purchase intention. In fact, in the process of making decisions to purchase eco-friendly products, consumer behavior is influenced by a combination of internal factors such as lifestyle and environmental awareness, as well as external factors such as information provided through eco-friendly labels. Therefore, there is still a research gap regarding how these three variables together influence purchase intention for eco-friendly products, especially among students as young consumers who have different characteristics compared to other groups in society.

Based on previous research, it can be concluded that the influence of a green lifestyle, green awareness, and eco-friendly labels on purchasing interest in environmentally friendly products still shows varying results. Simultaneous testing of these three variables within a single research model is also relatively limited, particularly in the context of students at Islamic economics-based universities. Students from the Faculty of Islamic Economics and Business, State Islamic University of North Sumatra (FEBI UINSU) were selected as research subjects because they study economics and business based on sharia values, emphasizing ethical consumption, social responsibility, and sustainability. FEBI UINSU students are also part of Generation Z, who are concerned about environmental issues and have the potential to become consumers of environmentally friendly products, making it relevant to examine purchasing interest in these products. Therefore, this study aims to analyze the influence of green lifestyle, green awareness, and environmentally friendly labels on the interest in purchasing environmentally friendly products among FEBI UINSU students.

2. RESEARCH METHOD

The methodology applied in this study is a quantitative approach with an associative research design. The choice of quantitative approach is based on the use of numerical data from respondents to evaluate the relationship between variables. Meanwhile, an associative design is applied to measure the magnitude of the influence arising between variables within the research framework (Sugiyono, 2019). The main focus of this study centers on the influence of green lifestyle, green awareness, and eco-labels on the motivation to purchase environmentally friendly products among students at the Faculty of Islamic Economics and Business (FEBI), State Islamic University of North Sumatra (UINSU).

The research subjects were determined using a purposive sampling technique, with the sample criteria being active FEBI UINSU students who had known, seen information, used, or purchased environmentally friendly products so that they had a basic understanding of the characteristics of these products, such as products that had an environmentally friendly label or were designed to minimize negative impacts on the environment (Sugiyono, 2019). Considering that the population size cannot be precisely identified, the sample size was determined using the Lemeshow formula (Riduwan & Akdon, 2010 in (Ermini, 2023) with a simplified calculation form:

$$n = \frac{Z^2 \times P \times (1-p)}{d^2}$$

With:

n = number of samples

Z = Z value at 95% confidence level (1.96)

p = estimated proportion (prevalence) 0.5

d = margin of error 0.1

The sample was determined using the Lemeshow formula, with a precision level (margin of error) of 10%, a confidence level of 95%, and a proportion estimate of 50%. The mathematical calculations indicated that the minimum sample size was 96 participants. However, to increase the representativeness of the data, the sample size was increased to 100 respondents.

Primary data collection in the field relied on a five-option Likert-scale questionnaire. Within this research framework, the independent variables consisted of green lifestyle, green awareness, and eco-friendly labels, while purchase intention served as the dependent variable. The green lifestyle variable was measured using indicators of environmental habits, concern, and consideration. The green awareness variable was measured using indicators of awareness, knowledge, and concern. The eco-friendly label variable was measured using indicators of clarity, trust, and understanding of the eco-friendly label. The purchase intention variable was measured using indicators of interest, intention, preference, and recommendation for eco-friendly products. The evaluation of the interconstruct relationships was tested using the PLS-SEM approach with the aid of SmartPLS software (Vania, 2026). The use of PLS-SEM analysis is commonly applied in consumer behavior research to examine the relationships between variables in the marketing field (Pasaribu et al., 2023).

3. RESULTS AND DISCUSSIONS

Respondent Characteristics

Respondent characteristics were analyzed as a first step in providing a general overview of the subjects involved. A total of 100 FEBI UINSU students who were aware of or had used environmentally friendly products participated in the study. Characteristics analyzed included gender, study program, and academic year. The results of the respondent characteristic grouping are presented in the following table.

Table 1. Respondent Characteristics

Question Type	Category	f	%
Gender	Female	55	55
	Male	45	45
Study Program	Management	65	65
	Islamic Economics	19	19
	Islamic Banking	10	10
	Islamic Accounting	4	4
	Islamic Insurance	2	2
	Master's in Islamic Accounting	0	0
	Master's in Islamic Banking	0	0
	Master's in Islamic Economics	0	0
	Doctoral Program in Islamic Economics	0	0
Enrollment Year	2020	3	3
	2021	7	7
	2022	74	74

2023	14	14
2024	1	1
2025	1	1

Source: Data processed by researchers (2026)

Research Results

The data testing stage was continued through the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach using SmartPLS software after the respondent demographics had been identified, in order to evaluate the correlation between the constructs studied.

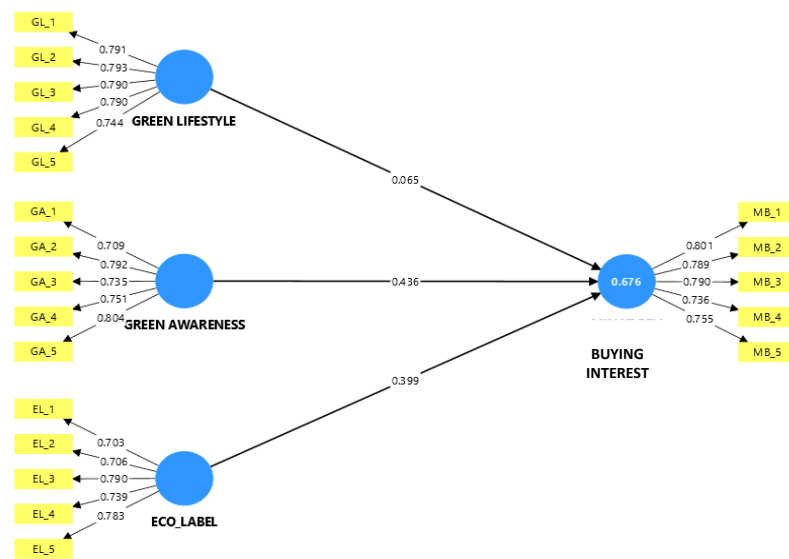


Figure 3. Structural Model

Source: Data processed by researchers using SmartPLS 4.0 (2026)

Based on Figure 3, convergent validity is assessed by the outer loading value. Each indicator is considered valid when it has a value > 0.700. The test shows that almost all indicators meet this criterion because the outer loading values obtained exceed the minimum limit of 0.700.

Table 2. Results of convergent validity and reliability testing

Variabel	Item	Outer Loadings	AvarageVariance Extracted	Cronbach's Alpha	Composite Reliability
Green Lifestyle (X1)	GL_1	0.791	0.611	0.841	0.887
	GL_2	0.793			
	GL_3	0.790			
	GL_4	0.790			
	GL_5	0.744			
Green Awareness (X2)	GA_1	0.709	0.676	0.816	0.872
	GA_2	0.792			
	GA_3	0.735			
	GA_4	0.751			
	GA_5	0.804			
Eco_Label	EL_1	0.703	0.555	0.799	0.862
	EL_2	0.706			
	EL_3	0.790			
	EL_4	0.739			
	EL_5	0.783			
Minat Beli	MB_1	0.801	0.600	0.833	0.882
	MB_2	0.789			
	MB_3	0.790			
	MB_4	0.736			

MB_5	0.755
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Source: Data processed by researchers using SmartPls 4.0 (2026)

Testing in Table 2 shows that all indicators measuring the variables Green Lifestyle, Green Awareness, Eco-Label, and Purchase Intention have outer loading values exceeding the minimum limit of 0.70, thus being considered valid. The Average Variance Extracted (AVE) value for each construct has exceeded the requirement of 0.50. The AVE value for the variables is Green Lifestyle 0.611, Green Awareness 0.676, Eco-Label 0.555, and Purchase Intention 0.600. This shows that all constructs have met the requirements for convergent validity.

The results of the reliability test confirmed that each research variable had met the threshold, indicated by the Cronbach's Alpha and Composite Reliability values, all of which were above 0.70. The level of internal consistency measured through Cronbach's Alpha produced a figure of 0.841 for Green Lifestyle; 0.816 for Green Awareness; 0.799 for Eco-Friendly Label; and 0.833 for Purchase Intention. Meanwhile, the Composite Reliability achievements for each variable were 0.887; 0.872; 0.862; and 0.882, respectively. Thus, all tested indicator constructs proved to be highly consistent and suitable for use.

Table 3. Results of cross loading tests

Item	Green Lifestyle	Green Awareness	Eco_Label	Purchase Interest
GL_1	0.791	0.488	0.383	0.463
GL_2	0.793	0.555	0.390	0.420
GL_3	0.790	0.506	0.432	0.502
GL_4	0.790	0.486	0.494	0.477
GL_5	0.744	0.593	0.518	0.417
GA_1	0.509	0.709	0.492	0.540
GA_2	0.480	0.792	0.604	0.540
GA_3	0.437	0.735	0.563	0.548
GA_4	0.500	0.751	0.579	0.666
GA_5	0.566	0.804	0.556	0.616
EL_1	0.429	0.461	0.703	0.468
EL_2	0.408	0.561	0.706	0.552
EL_3	0.394	0.572	0.790	0.595
EL_4	0.379	0.556	0.739	0.551
EL_5	0.495	0.584	0.783	0.634
MB_1	0.471	0.671	0.572	0.801
MB_2	0.487	0.679	0.517	0.789
MB_3	0.497	0.614	0.546	0.790
MB_4	0.373	0.525	0.628	0.736
MB_5	0.405	0.495	0.676	0.755

Source: Data processed by researchers using SmartPls 4.0 (2026)

Discriminant validity testing is conducted by examining cross-loading values. An indicator is said to have discriminant validity when it has a higher loading value on the construct being measured than on other constructs. Based on Table 3, all indicators in the Green Lifestyle (GL), Green Awareness (GA), Eco Label (EL), and Purchase Intention (MB) variables have the highest loading values in their constructs. For example, the GL_1 indicator has a loading value of 0.791 for the Green Lifestyle variable, higher than the other variables.

Similar findings are demonstrated by the GA, EL, and MB indicators, each of which has the largest loading value on the construct being measured. In conclusion, all indicators meet the discriminant validity criteria.

Table 4. R-Square and Adjusted R-Square Tests

Variables	R-Square	R-Square Adjusted
Purchase Interest	0.676	0.666

Source: Data processed by researchers using SmartPLS 4.0 (2026)

As shown in Table 4, the Adjusted R-Square value of 0.666 indicates that 66.6% of the variation in Purchase Intention can be explained simultaneously by Green Lifestyle, Green

Awareness, and Eco-Friendly Labels, while the remaining 33.4% is explained by other variables outside this research model. These values indicate that the research model has strong ability to explain purchase intention for environmentally friendly products. This indicates that the three independent variables used are important factors influencing purchase intention, although there are still other factors, such as price, product quality, brand image, social norms, and income, that could potentially contribute to purchase intention but were not analyzed in this study. Thus, the constructed model has good explanatory power and is suitable for explaining the relationships between variables in this study. The next stage of analysis is hypothesis testing to determine the direction and significance of the influence between variables. In this testing, the path coefficient values and their significance levels are used as the basis for decision-making regarding the proposed hypotheses.

Table 5. Hypothesis Testing

Hypothesis	Regression Path	Path Coefficient	T-Statistic	P-values	Information
H ₁	Green Lifestyle → Purchase Interest	0.065	0.668	0.504	Not Significant
H ₂	Green Awareness → Purchase Interest	0.436	3.882	0.000	Significant
H ₃	Eco_Label → Purchase Interest	0.399	3.934	0.000	Significant

Source: Data processed by researchers using SmartPLS 4.0 (2026)

Discussion

Green Lifestyle has a positive but not significant effect on Purchase Intention

Based on statistical calculations, the first hypothesis was not significantly supported, despite a positive correlation between an eco-friendly lifestyle and purchase intention. The path coefficient parameter of 0.065, the t-statistic of 0.668 < 1.96, and the p-value of 0.504 > 0.05 clearly indicate that the relationship between these variables is not statistically significant. In other words, the adoption of a green lifestyle cannot stand alone as a primary driver of purchase intention for ecological products.

This finding aligns with (Zhao, 2021) analysis, which found that adopting an environmentally friendly lifestyle had no significant impact on transaction decisions. This phenomenon indicates that environmentally friendly habits do not always automatically lead someone to choose green products.

This finding contradicts research by (Mohamed & Fait, 2025), which confirmed a positive and significant impact. The shift in results indicates that the impact of a green lifestyle varies widely, depending on the specifics of the object and the preferences of the research subjects.

From a practical perspective, substantive factors such as price, quality, and usability remain consumers' top priorities when considering purchase intentions (Viajeng Purnama Putri, 2023). Furthermore, a commitment to a green lifestyle that hasn't been consistently ingrained in daily activities is a barrier to the suboptimal influence of these variables on the impulse to transact.

Green Awareness has a positive and significant effect on Purchase Intention

Statistical testing proves that ecological understanding and sensitivity (green awareness) have a positive and significant impact on transaction motivation. Acceptance of the second hypothesis (H₂) is confirmed by a path coefficient of 0.436, a t-statistic of 3.882, exceeding the critical value of 1.96, and a p-value of 0.000 (far below alpha = 0.05). These results confirm that the escalation of public concern for environmental conditions is directly proportional to their high tendency to choose environmentally friendly products.

The results of this study present a different dynamic from the findings of (Canio & Martinelli, 2026), who previously concluded that environmental awareness had no significant effect on purchase intention. This disparity in empirical findings is believed to stem from differences in the demographic profiles of respondents, the degree of public sensitivity to local ecological issues, and the types of research objects evaluated (Utami et al., 2024).

Environmental awareness is inextricably linked to a person's level of environmental literacy. Environmental literacy provides knowledge and understanding of environmental issues, the impact

of consumption activities on environmental sustainability, and the importance of choosing more environmentally friendly products. This knowledge fosters individual awareness of environmental concerns and encourages responsible consumption decisions. Therefore, the higher a consumer's environmental literacy, the greater the likelihood of developing environmental awareness, which ultimately increases their interest in purchasing environmentally friendly products.

Contextually, a high level of ecological awareness serves as an internal driver, making it easier for buyers to articulate the importance of protecting the earth through the consumption of green products (Baskoro et al., 2024). Consumers with a high environmental sensitivity tend to prioritize ecosystem sustainability, product safety assurance, and the long-term impact of product use, ultimately strengthening their motivation to engage in environmentally friendly transactions.

Eco Label has a positive and significant effect on Purchase Intention

The results of the statistical model test confirm that the ecological label attribute (eco-label) provides a positive and significant contribution to the impulse to transact. The success of proving the third hypothesis (H₃) is indicated by the path coefficient value of 0.399, the achievement of a t-statistic of 3.934 (greater than the threshold of 1.96), and a significance level of p-value of 0.000 (below alpha = 0.05). This finding confirms that the presence and clarity of an eco-friendly label on a commodity is directly proportional to the increasing consumer intention to purchase that ecological product.

These results present a different direction from the findings of (I & Kalpana, 2025), whose research concluded that eco-friendly labels had no significant impact on public purchasing intention. This disparity in findings could potentially be influenced by differences in the demographic profiles of the samples, the level of public literacy regarding ecolabel symbols, and the variety of research objects evaluated.

The effectiveness of eco-friendly labels in increasing purchase intention is determined by the label's ability to convey information that is clear, easy to understand, and credible to consumers. An effective eco-friendly label helps consumers identify that a product has met certain standards or criteria related to environmental aspects, thereby reducing uncertainty in the purchasing decision process. The clarity of information and the credibility of the label also increase consumer trust in the manufacturer's eco-friendly claims. Therefore, the more effective an eco-friendly label is in providing information and building trust, the higher the consumer's tendency to purchase eco-friendly products.

Theoretically, the presence of an eco-label serves as a navigational tool, making it easier for potential buyers to verify the legitimacy of environmentally friendly products. Furthermore, the presence of a valid eco-label can strengthen the credibility and perception of product quality and safety in the eyes of consumers, which in turn stimulates their motivation to make a purchase.

The practical implications of this research finding are that manufacturers need to ensure that the eco-friendly labels they display on their products contain clear, easy-to-understand information, and are supported by credible certifications or standards. Manufacturers also need to increase consumer education about the meaning and benefits of eco-friendly labels through packaging, promotional media, and digital platforms. These efforts can increase consumer trust in products, reduce skepticism about eco-friendly claims, and encourage increased purchasing interest in eco-friendly products.

4. CONCLUSION

This study aims to analyze the influence of Green Lifestyle, Green Awareness, and Eco-Friendly Labels on the purchase intention of environmentally friendly products among FEBI students at UIN North Sumatra. This research is motivated by the increasing attention towards sustainable consumption, although the intention to purchase environmentally friendly products is still influenced by various factors.

The results of the study showed that a green lifestyle had a positive but insignificant effect on purchase intention for environmentally friendly products. Conversely, green awareness and eco-labeling were shown to have a positive and significant effect on purchase intention. These findings suggest that the higher the environmental awareness and the clearer the information conveyed through eco-labeling, the greater the consumer's tendency to purchase environmentally friendly products. Overall, Green Awareness and Eco-Friendly Labels play a role in increasing the intention to purchase environmentally friendly products among FEBI UINSU students, while Green Lifestyle has not had a significant influence.

These findings indicate that marketing strategies for environmentally friendly products need to focus on increasing environmental education and presenting clear, accurate, and credible environmentally friendly labels to increase consumer trust and purchasing interest. Further research is recommended to examine other factors that have the potential to influence the intention to purchase environmentally friendly products, such as price, product quality, brand image, consumer trust, and subjective norms, with a wider scope of respondents.

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