

***THE INFLUENCE OF GREEN CONSUMER KNOWLEDGE ON GREEN PURCHASE BEHAVIOR WHICH IS MEDIATED BY CONSUMER SOCIAL RESPONSIBILITY AND THE MODERATION ROLE OF GREEN ADVERTISING IN THE INFLUENCE OF CONSUMER SOCIAL RESPONSIBILITY ON GREEN PURCHASE BEHAVIOR ON ELECTRIC MOTORCYCLE PRODUCTS IN THE CITY OF BANDUNG***

**PENGARUH GREEN CONSUMER KNOWLEDGE TERHADAP GREEN PURCHASE BHEAVIOR YANG DIMEDIASI OLEH CONSUMER SOCIAL RESPONSIBILITY SERTA PERAN MODERASI GREEN ADVERTISING DALAM PENGARUH CONSUMER SOCIAL RESPONSIBILITY TERHADAP GREEN PURCHASE BEHAVIOR PADA PRODUK MOTOR LISTRIK DI KOTA BANDUNG**

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**ABSTRACT**

*The purpose of this study is to examine the influence of green consumer knowledge on green purchase behavior mediated by consumer social responsibility and the role of green advertising moderation in the influence of consumer social responsibility on green purchase behavior on electric motorcycle products in the city of bandung the instruments used in this study have been declared to have passed the construction validity test, external validity test, concurrent validity test, and reliability test. The instrument was used as a data collection tool from respondents, namely those who had never bought an electric motorcycle with a test of 17-35 years which was the object assessed in this study as many as 120 people. The data collection technique used is cross-sectional or one shot study. The data analysis techniques used are simple regression, multiple linear regression, moderated regression analysis using spss version 25 tools and using sobel tests. Of the seven proposed research hypotheses, it is shown that green consumer knowledge, consumer social responsibility have a direct effect on green purchase behavior*

**Keywords:** Green Consumer Knowledge, Consumer Sosial Responsibility, Green Advertising, Green Purchase Behavior.

**ABSTRAK**

Tujuan penelitian ini adalah untuk mengkaji pengaruh pengetahuan konsumen hijau terhadap perilaku green purchase yang dimediasi oleh tanggung jawab sosial konsumen dan peran moderasi green advertising dalam pengaruh tanggung jawab sosial konsumen terhadap perilaku green purchase pada produk sepeda motor listrik di Kota Bandung Instrumen yang digunakan dalam penelitian ini telah dinyatakan telah lulus uji validitas konstruksi, uji validitas eksternal, uji validitas bersamaan, dan uji reliabilitas. Instrumen tersebut digunakan sebagai alat pengumpulan data dari responden, yaitu mereka yang belum pernah membeli sepeda motor listrik dengan tes 17-35 tahun yang menjadi objek yang dinilai dalam penelitian ini sebanyak 120 orang. Teknik pengumpulan data yang digunakan adalah studi cross-sectional atau one shot. Teknik analisis data yang digunakan adalah regresi sederhana, regresi linier berganda, analisis regresi moderasi menggunakan alat SPSS versi 25 dan menggunakan uji sobel. Dari tujuh hipotesis penelitian yang diusulkan, ditunjukkan bahwa pengetahuan konsumen hijau, tanggung jawab sosial konsumen memiliki pengaruh langsung terhadap perilaku pembelian hijau.

**Kata Kunci:** Green Consumer Knowledge, Consumer Sosial Responsibility, Green Advertising, Green Purchase Behavior.

**INTRODUCTION**

All green is a trend today, starting from green labels, green products, green packaging, green producers, green consumers, green business, all of this is

very closely related to environmental management issues that have become market demands for environmental safety and sustainability. The approach

taken by business people to maintain sustainability in their environmentally friendly activities is known as *green business* (Kusuma et al, 2023). Global warming is an increase in the average temperature of the earth's surface due to the effects of greenhouse gases, such as carbon dioxide emissions from burning fossil fuels. The global warming process occurs starting from human activities consisting of industry, mobilization, and so on that produce Co2 gas, methane gas. Eco-friendly products contribute to environmental protection by reducing waste, pollution. The intention to buy green products refers to the tendency of consumers to buy products with the best environmental characteristics than the usual ones, there should be awareness of the environment at this time, namely by using green products, namely electric vehicles which is the answer to solutions to reduce CO2 emissions in the air (Anugrah & Azizah, 2023).

The Indonesian population is increasing every year, so that the need for transportation is increasing, especially motorcycles, because motorcycles make people's daily activities easier. The data on the development of the number of motor vehicles in Indonesia is as follows:

**Table 1. Development of the Number of Motorized Vehicles in Indonesia**

Development of the Number of Motorized Vehicles in Indonesia		
2021	2022	2023
142.001.698	148.261.817	157.080.504

**Source : bps.go.id (2024)**

Based on the Central Statistics Agency (BPS) (2024), motorcycles have increased by 5.95%, which is an increase from 2022-2023. Reporting from otodriver.com (2024), the development of the number of motorcycles in 2024 has increased by 160,652,675 compared to the previous year. As a result of the

increase in motorcycle users. Fossil reserves are decreasing, so the price of gasoline has increased. The switch from conventional motorcycles to electric motorcycles is one of the strategic steps to overcome the increasing air pollution. Electric motorcycles that use electrical energy as their main power source, do not produce exhaust gas emissions such as carbon dioxide, making them more environmentally friendly than fossil fuel motorcycles. Electric motorcycles are innovative vehicles whose charging does not use petroleum so that they are environmentally friendly, charging costs are more economical, and maintenance is cheaper can be a solution to air pollution (Yusuf et al, 2023)

**Table 2. Data on Indonesians' Buying Interest in Electric Vehicle**

Data on Indonesians' Buying Interest in Electric Vehicle	
Not interested in buying	53,9 %
Interested in buying an electric motorbike	19,9 %

**Source : Goodstats (2024)**

Based on table 2 above, the low buying interest of the public in buying electric vehicles, shown by data from goodstats (2024) that 53.9% stated that they were not interested in buying electric vehicles, indicating that green purchase behavior towards electric motorcycles is low compared to green purchase behavior conventional motorcycles. This phenomenon shows that although electric vehicles have the advantage of being environmentally friendly, many consumers have not seen the benefits or added value of their use. This can be caused by various factors, such as lack of information about the positive impact of electric vehicles on the environment, low consumer knowledge, lack of consumer social responsibility, lack of green advertising, and limited supporting infrastructure

such as charging stations (Sugiarti, 2024).

Based on the explanation above, the previous research variable was very relevant to the object being studied related to electric motorcycles. Thus, this study intends to examine the influence of green consumer knowledge, consumer social responsibility on green purchase behavior moderated by green advertising. Furthermore, the novelty of this study tests the hypothesis of the influence of consumer social responsibility on green advertising where previous research has not been tested. Thus, this study intends to prove the influence of green consumer knowledge, consumer social responsibility and green advertising on green purchase behavior by involving generation z, especially in the city of Bandung.

## **LITERATURE REVIEW**

### **Green Consumer Knowledge on Green Advertising**

According to Wulandari et al, (2021) green consumer knowledge is defined as consumers' understanding of the benefits of environmentally friendly products which includes knowledge that environmentally friendly products can help reduce air pollution and have a positive impact. From reference journals and several supporting journals, no previous research was found related to testing the hypothesis of the influence of consumer knowledge on green advertising.

H1: Green consumer knowledge has a positive effect on green advertising

### **Green Consumer Knowledge on Consumer Social Responsibility**

Green consumer knowledge is defined as the level of information that consumers have about various products

and services, as well as other knowledge related to these products and services, and information related to their function as consumers (Utama, 2021). According to Kavanaugh & Quinlan (2020), green consumer knowledge has a positive effect on consumer social responsibility. Green consumer knowledge has a positive effect on consumer social responsibility (Ebrahimi et al. 2021).

H2 : Green consumer knowledge has a positive effect on consumer social responsibility

### **Green Consumer Knowledge on Green Purchase Behavior**

According to Kavanaugh et al, (2020) green consumer knowledge is defined as a number of experiences and information about a particular product or service owned by a person. According to Martha et al, (2020), green consumer knowledge has a positive effect on green purchasing behavior. Therefore, green consumer knowledge is suspected to have a positive and significant effect on green purchasing behavior in electric motorcycle products.

H3: Green consumer knowledge has a positive effect on green buying behavior

### **Consumer Social Responsibility on Green Purchase Behavior**

Consumer social responsibility is defined as a support system generated by consumer actions that adopt green practices for the well-being of society and the environment as a whole (Soni et al, 2021). Consumer social responsibility is defined as a conscious and intentional consumer decision to make certain consumption choices driven by personal and moral beliefs (Jang & Kang, 2024). According to Mulyono (2024), consumer social responsibility has a positive and significant influence on green purchasing behavior.

H4 : Consumer social responsibility has a positive effect on green purchasing behavior

### Green Advertising on Green Purchase Behavior

According to Yulfitra et al, (2022) *green advertising* is advertising that promotes products, services, ideas, or an organization's ability to help or reduce environmental damage. According to Hasanah et al, (2023) *green advertising* is a marketing tool that not only promotes products, but communicates the environmentally friendly nature of the product and highlights the image of the producer in sustainable efforts.

H5 : Green advertising has a positive effect on green purchase behavior

### Green consumer knowledge has an influence on green purchase behavior mediated by consumer social responsibility

Green consumer knowledge has a positive and significant influence on green purchasing behavior variables mediated by consumer social responsibility (Borah et al, 2024). Green consumer knowledge has a positive effect on green purchasing behavior mediated by consumer social responsibility (Zarei & Mirzaei, 2022).

H6 : Green consumer knowledge affects Green Purchasing Behavior Mediated by Consumer Social Responsibility

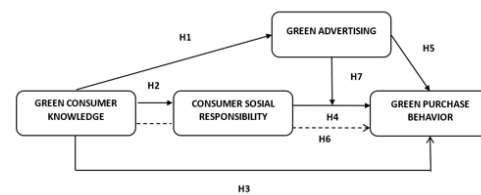
### Green advertising in moderating the influence of green consumer knowledge on green purchase behavior

According to Borah et al, (2024) green advertising is defined as a form of advertising that attracts customer interest through messages and displays that focus on environmental sustainability, take advantage of the novelty and suitability of customer characters, and have the

ability to attract consumers' attention with an environmentally friendly approach. Green consumer knowledge influences green purchasing behavior moderated by green advertising (Borah et al, 2024).

H7: Green consumer knowledge has a positive effect on green buying behavior moderated by green advertising

From the explanation above, there are 7 hypotheses in this study that will be explained in figure 1.



**Fig.1. Conceptual Model**

## METHODS

The method used in this study is a survey. According to Effendi & Tukiran (2012), the survey method is a research method that takes data from a sample using a questionnaire that aims to explain causality relationships and conduct hypothesis tests. The population in this study is respondents aged 17-30 years who do not own an electric motorcycle and have received information related to electric motorcycles on social media as many as 120 people. The sample was selected using a convenience sampling technique which is included in nonprobability sampling. The type of data used in this study is primary data. The data collection technique in this study uses data collection tools, namely questionnaire techniques, data collection techniques that are needed by submitting statements given directly to the respondents, which in this case is a research document. The analysis method that will be used to test the hypothesis proposed in this study is simple analysis and multiple regression. Multiple regression of research using the

social science statistics program (SPSS) version 25.

**Table 3. Respondent Profile**

Information	Frequency	Percentage %
<b>Gender</b>		
Man	52	43 %
Woman	68	57 %
<b>Amount</b>	120	100 %
<b>Age</b>		
17-21	29	23 %
22-26	46	39 %
27-30	45	38 %
<b>Amount</b>	120	100 %
<b>Domicile</b>		
Kota Bandung	120	100 %
<b>Amount</b>	120	100 %
<b>Job</b>		
Student	61	51 %
employee	29	24 %
Businessman	30	25 %
<b>Amount</b>	120	100 %
<b>Have you ever bought an electric motorcycle product in the last 1 year?</b>		
Already	120	100%
<b>Have you ever received information about electric motorcycles before?</b>		
Already	90	75 %
No	30	25 %
<b>Amount</b>	120	100 %

**Source : Processed Data (2025)**

## RESULTS AND DISCUSSION

The results of the validity test (table 4) explain that if the number of each statement in the questionnaire exceeds the table value, which is 0.2638, then all questionnaire statement items are declared valid. This research instrument is able to measure what needs to be measured. In addition, based on the idea put forward by Sekaran & Bougie (2017), the results of the validity test show that Cronbach's alpha value is considered reliable because the alpha value is greater than 0.6, thus allowing more consistent measurements even though it is done at different times.

The results of the classical assumption test in table 5 to find out that the data are normally distributed in the normality test, which is indicated by a significance value (sig) = > 0.05. Furthermore, the results of the multicollinearity test explained that the

tolerance value in each independent variable was greater than 0.10 and the variance in function (VIF) was less than 10, which indicates the absence of multicollinearity in the model or correlation between independent variables. Furthermore, each variable had a significance value (sig) > 0.05 according to the results of the heteroscedasticity test, which showed that neither heteroscedasticity nor free factors changed the residual absolute value in the regression model.

Based on table 6 of equation 1 simple regression involving mediating variables can be produced as follows:

$$Y = 9.798 + 0.338$$

Based on the results of a simple regression analysis, it is known that the constant value of 9,798 shows that if all variables have zero values, then *green advertising* will be worth 9,798 units. In addition, from the equation, it is known that *green consumer knowledge* has a positive and significant effect on *green purchase behavior* which can be seen from the value of the coefficient ( $\beta$ ) of 0.338 and with a calculated t-value of 6,459 greater than the table t, which is 1,658.

Based on table 7 of equation 1 multiple regression involving mediating variables, the following equation can be produced:

$$Z = 13.835 + 0.174 + 0.097$$

Based on the results of multiple regression analysis, it is known that a constant value of 13,835 shows that if all variables have zero values, then *green purchase behavior* will be worth 13,835 units. In addition, from the equation, it is known that *green consumer knowledge* and *consumer social responsibility* have a positive and significant effect on *green purchase behavior* which can be seen from the coefficient ( $\beta$ ) values of 0.174 and 0.097 and the calculated t values of

2,570 and 2,083 are greater than the t table of 1,658.

Based on table 8 of equation 2 simple regression involving moderation variables can be produced as follows:

$$Y = 15,108 + 1,000$$

Based on the results of a simple regression analysis, it is known that a constant value of 15,108 shows that if all variables are zero, then *the green purchase behavior* will be worth 15,108 units. In addition, from this equation, it is known that *green consumer knowledge* has a positive and significant effect on *consumer social responsibility*, which can be seen from the value of the coefficient ( $\beta$ ) of 1,000 and with a calculated t-value of 58,851 greater than the table t, which is 1,658.

Based on table 9 of equation 2 multiple regression involving mediating variables, the following equation can be produced:

$$Z = 6.981 + 1.309 + 1.192 + 0.075$$

Based on the results of multiple regression analysis, the significance value of the interaction variable between *green consumer knowledge* and *green advertising* was obtained at  $0.000 < 0.05$ , so it can be concluded that the *green advertising* variable is able to moderate the influence of the *green consumer knowledge* variable on *green purchase behavior*.

Based on table 10, the results of the study show that consumer social responsibility does not play a role in mediating the influence of green consumer knowledge on green purchase behavior

**Tabel 4. Validation and reliability test**

No	Statement	Test results validity	Test results reliability
		R count (Person correlation)	Cronbach's alpha
Green consumer knowledge			
1.	I understand the benefits of eco-friendly products	0.616	0.711
2.	I know brands that support green products	0.672	
3.	I know the benefits that can be obtained from using environmentally friendly products regularly	0.629	
4.	I have had positive experiences with eco-friendly product	0.680	
5.	I am sure the information I get about green products can be trusted	0.797	
Consumer social responsibility			
1.	I believe that having an electric motorbike means taking social responsibility to improve environmental conditions	0.652	0.753
2.	I realize that having an electric motorbike means I am responsible for the environment which benefits me	0.794	
3.	I believe that choosing an electric motorbike is a responsibility towards the environment that will provide benefits for me	0.695	
4.	I believe that we must preserve the environment for the common good	0.606	
5.	I believe that having an electric motorbike means being able to coexist with nature	0.724	

Green advertising			
1.	I am interested in the advertising of environmentally friendly electric motorcycles	0.679	0.721
2.	I am interested in the novelty of electric motorcycle technology advertised by the company	0.769	
3.	I am interested in the advertisements displayed by eco-friendly electric motorcycles	0.536	
4.	I am interested in electric motorcycle advertising because it fits my personality who cares about the environment	0.645	
5.	An electric motorcycle advertisement can attract my attention to have such a green product	0.721	
Green purchase behavior			
1.	I buy a product that has a small impact on the environment	0.680	0.731
2.	I was motivated to buy a green product after seeing an advertisement about its benefits	0.759	
3.	I choose eco-friendly products over conventional products	0.665	
4.	I support sustainable products	0.690	

**Tabel 5. Classic assumption test**

No	Classic assumption test type	Criteria for receiving test results	Test results	interpretation
1.	Normality test (Kolmogorov-smirnof)	(Sig) $\geq 0.05$	(sig) = 0.093 (First Equation) (sig) = 0.192 (First Equation) (sig) = 0.072 (second Equation) (sig) = 0.063 (second Equation)	Normally distributed
2.	Multicollinearity test	Tolerance value $> 0.1$ , and VIF $< 10$	Tolerance value = 0.761 and VIF = 1.521 (First Equation) Tolerance value = 0.739 and VIF = 1.354 (First Equation) Tolerance value = 0.987 and VIF = 1.781 (second Equation) Tolerance value = 0.617 and VIF = 1.433 (second Equation)	Free multicollinearity
3.	Heteroscedasticity test	(Sig) $\geq 0.05$	(sig) = 0.69 (First Equation) (sig) = 0.342 (First Equation) (sig) = 0.942 (second Equation) (sig) = 0.165 (second Equation)	Free from heteroscedasticity

**Table 6. Simple regression of equation 1**

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
(constant)	9.798	1.105		8.863	.000
<i>Green consumer knowledge</i>	.338	.052	.511	6.459	.001
a. Dependent variable : <i>consumer social responsibility</i>					

**Tabel 7. Multiple regression equation 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	13.835	1.338		10.337	.000
<i>Green consumer knowledge</i>	.174	.068	.228	2.570	.011
<i>Consumer social responsibility</i>	.097	.047	.185	2.083	.039
a. Dependent variable : <i>Green purchase behavior</i>					

**Tabel 8. Simple regression of equation 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	15.108	.033		456.095	.000
<i>Consumer social responsibility</i>	1.000	.017	.983	58.851	.000
a. Dependent variable : <i>Green purchase behavior</i>					

**Tabel 9. Multiple regression equation 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	6.981	5.753		1.214	.227
Consumer social responsibility	1.309	.328	1.717	3.988	.000
Green advertising	1.192	.365	1.818	3.263	.001
CSR*GA	.075	.021	2.603	3.636	.000
a. Dependent variable : <i>Green purchase behavior</i>					

**Tabel 10. Sobel test**

Relationships between hypothesized variables	A	B	SA	SB	Sobel test results (T count)	Prob/sig value	Criteria for receiving Sobel test results	Interpretation
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Green consumer knowledge → green purchase behavior → consumer social responsibility	0.338	0.094	0.052	0.050	1.02693826	0.30444954	t count > t table = 1.658	Consumer social responsibility does not mediate green consumers knowledge terhadap green
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**Tabel 11. Hypothesis test**

Hypothesis	Relationship Between Variables	T count	Significant	Interpretation of Hypothesis
H1	Green consumer knowledge → Green advertising	2.346	.001	H0 successfully rejected
H2	Green consumer knowledge → Consumer social responsibility	3.428	.001	H0 successfully rejected
H3	Green consumer knowledge → Green purchase behavior	2.404	.000	H0 successfully rejected
H4	Consumer social responsibility → → Green purchase behavior	58.851	.000	H0 successfully rejected
H5	Green advertising → green purchase behavior	2.391	.001	H0 successfully rejected
H6	Green consumer knowledge → Green purchase behavior → → consumer social responsibility	2.385	.024	H0 failed to be rejected
H7	Consumer social responsibility → → Green purchase behavior → green advertising	3.636	.000	H0 successfully rejected

Based on the test results of H1, H2, H3, H4, H5, H7, it was found that H0 was successfully rejected. In the H7 hypothesis, the results of the green Advertising moderation test have a direct effect on the dependent variable and also show a significant interaction effect, this is in accordance with the characteristics of Quasi Moderation according to Solimun (2010). Quasi moderation is a type of moderation in which the moderation variable (Green Advertising) has a direct relationship with the dependent variable (Green Purchase Behavior) and also interacts with the independent variable (Consumer Social Responsibility). Therefore, it can be said that green consumer knowledge has a positive effect on green advertising, consumer social responsibility and green purchasing behavior. These findings support the results of research by Borah et al (2023), which show that green consumer knowledge has a positive and

significant effect on green purchasing behavior. Green consumer knowledge has a positive and significant effect on consumer social responsibility. Thus, the results of this study establish previous findings, especially in the context of electric motors. In contrast to the results of the previous hypothesis test that succeeded in rejecting H0, the results of the H6 test actually failed to reject H0. As is known, green consumer knowledge for green purchasing behavior through consumer social responsibility. These findings do not support the results of Kavanaugh & Quinlan (2020) research which shows that the influence of green consumer knowledge has an effect on green purchasing behavior mediated by consumer social responsibility. Thus, research findings that do not support the results of previous research can occur due to differences in the objects assessed, research instruments, time dimensions and loci in this study are

electric motors in the city of Bandung. Basically, these results complement the previous study, Agus & Setiawan, (2016), which showed that they have some limitations. Result The first limitation research recognized by Agus & Setiawan, (2016) is that most of the respondents in this study are from the city of Jakarta, as well as the limitation in this study where the respondents are from the city of Bandung only. Therefore, Agus & Setiawan, (2016), suggested using a wider and more diverse sample and previous research was conducted in the context of electric motorcycles but determined objects that were considered different such as electric motorcycle products in the city of Jakarta. Based on this, this study can be useful in strengthening theories that are interrelated with the findings of previous research. In this study, it is known that there is an influence of green consumer knowledge, consumer social responsibility and green advertising so that high and low green purchasing behavior is influenced by these variables, therefore, to improve purchasing behavior, companies can create strategies that can improve Green Consumer Knowledge, Consumer Social Responsibility, and *Green Advertising* to Improve *Green Purchasing Behavior* on Electric Motorcycle Products.

## CONCLUSION

Based on the results of the study, all questionnaire instruments were declared valid and reliable to measure the variables studied. The data used meet the assumption of normality, no multicollinearity, and are free from heteroscedasticity. The regression results show that green consumer knowledge, consumer social responsibility, and green advertising have a positive and significant influence on green purchasing behavior.

Consumer social responsibility also has a significant positive influence on green purchasing behavior, but does not mediate the influence of green consumer knowledge on green purchasing behavior. In contrast, green advertising is able to significantly moderate the relationship between green consumer knowledge and green purchasing behavior. This shows that green consumer knowledge, consumer social responsibility, and green advertising have an important role in encouraging environmentally friendly product purchasing behavior.

Suggestion: Companies or business people who want to improve consumer behavior in green purchase are advised to strengthen communication and education strategies related to green consumer knowledge. In addition, building and promoting corporate social responsibility (CSR) values can strengthen emotional relationships with consumers, even though CSR itself does not fully mediate those relationships. The role of green advertising as a significant moderation demonstrates the importance of companies designing effective advertising campaigns, focusing on the value of sustainability and the benefits of eco-friendly products. By integrating these elements, the company can increase consumer loyalty and preference for eco-friendly products, while strengthening the company's image as a pioneer in sustainable business practices.

## DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image

generators have been used during the writing or editing of this manuscript.

## COMPETING INTEREST

Authors have declared that no competing interests exist.

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