

THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND ENVIRONMENTAL ATTITUDES ON THE PURCHASE DECISION OF ECO-FRIENDLY TOTE BAGS

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Abstract

This study aims to analyze the influence of environmental awareness, attitude toward the environment, and environmental attitude on the purchase decision of eco-friendly tote bags among consumers in Purwokerto. This research employs a quantitative approach with an associative design to examine causal relationships between variables. Data were collected from 140 respondents using a structured questionnaire distributed through Google Forms, applying purposive sampling techniques. The data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that environmental awareness has a positive and significant effect on purchase decisions, suggesting that individuals who are more informed about environmental issues are more likely to engage in sustainable consumption behavior. Additionally, attitude toward the environment significantly influences purchase decisions, highlighting the importance of positive evaluations toward environmental protection in shaping consumer behavior. Environmental attitude also demonstrates a significant positive effect, indicating that strong environmental values contribute to actual purchasing behavior. Simultaneously, all independent variables significantly influence the purchase decision of eco-friendly tote bags. These findings emphasize that both cognitive and affective factors play a crucial role in encouraging environmentally responsible consumption. This study contributes by focusing on actual purchase decisions rather than purchase intentions and provides practical insights for businesses and policymakers in promoting eco-friendly products and sustainable consumer behavior.

Keywords: Environmental Awareness, Environmental Attitude, Attitude Toward Environment, Purchase Decision, Eco-friendly Products

INTRODUCTION

The rapid growth of plastic production and consumption has led to a significant increase in environmental problems, particularly plastic waste pollution. Plastics are widely used due to their lightweight, durability, flexibility, and low cost, making them highly attractive for various industrial and daily applications (Marta, 2025). However, these advantages have resulted in excessive plastic waste that is difficult to decompose, often requiring hundreds of years to degrade. In developing countries, inadequate waste management systems exacerbate this issue, leading to severe environmental consequences (Shamsuddin et al., 2025). Indonesia, in particular, faces a critical challenge, generating approximately 3.2 million tons of plastic waste entering the oceans annually, making it the second-largest contributor of marine plastic pollution globally (Marta, 2025). This condition highlights the urgency of implementing sustainable solutions, including the adoption of circular economy principles that emphasize waste reduction, reuse, and recycling (Arifin et al., 2023).

One practical approach to reducing plastic waste is the use of eco-friendly tote bags as a substitute for single-use plastic bags. Reusable tote bags support waste reduction and reflect

environmentally responsible consumption behavior (Tan & Ota, 2024). Despite increasing environmental campaigns and policy efforts, the adoption of such products remains inconsistent, indicating a gap between environmental concern and actual consumer behavior. This gap suggests that awareness alone is insufficient to drive sustainable consumption without being supported by positive environmental attitudes.

Consumer behavior toward eco-friendly products is strongly influenced by psychological factors, particularly environmental awareness and attitudes toward the environment. Environmental awareness reflects an individual's understanding and concern about environmental issues, while environmental attitude represents a predisposition to act in an environmentally responsible manner (Ahmad et al., 2022). Previous studies have shown that these factors significantly influence green consumer behavior (Simanjuntak et al., 2023; Candrianto et al., 2023). However, most existing research focuses on purchase intention rather than actual purchase decisions, limiting the understanding of how these variables translate into real consumer actions (Puspitasari & Sekarsari, 2024; Ashwini & Aithal, 2023).

In the context of eco-friendly tote bags, purchase decisions tend to involve a more deliberate evaluation process, including considerations of product quality, price, and environmental value (Bentali et al., 2023). Additionally, communication strategies and sustainability campaigns play an important role in shaping consumer awareness and encouraging the adoption of reusable products (Valentina & Setyanto, 2024). Nevertheless, limited studies have examined the direct relationship between environmental awareness, environmental attitudes, and actual purchase decisions, particularly within the framework of circular economy and reusable products, therefore this study aims to:

1. To Analyze the effect of environmental awareness on the purchase decision of eco-friendly tote bags.
2. To Analyze the effect of attitude toward the environment on the purchase decision of ecofriendly tote bags.
3. To Analyze the effect of environmental attitude on the purchase decision of eco-friendly tote bags.
4. To Analyze the simultaneous effect of environmental awareness, attitude toward the environment, and environmental attitude on the purchase decision of eco-friendly tote bags.

This study contributes to the literature by focusing on actual purchase behavior rather than intention and by applying a circular economy perspective in the context of reusable products. Practically, the findings are expected to provide insights for businesses and policymakers in developing effective strategies to enhance environmental awareness and promote sustainable consumption behavior.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Environmental Awareness and Purchase Decision

Environmental awareness refers to an individual's level of understanding and concern regarding environmental issues, which influences their tendency to engage in environmentally responsible behavior. In the context of green consumption, environmental awareness plays a crucial role in shaping consumer decisions toward eco-friendly products, as individuals become more conscious of the negative impacts of plastic waste and the importance of sustainable alternatives (Ahmad et al., 2022; Zameer & Yasmeen, 2022). Recent studies have shown that environmental awareness significantly influences green purchasing behavior. Consumers who are more aware of environmental issues tend to exhibit stronger pro-environmental behavior and are more likely to purchase green products (Firdaus, 2023; Simanjuntak et al., 2023). This indicates that environmental awareness can be directly translated into actual purchase decisions rather than merely intention.

H1: Environmental awareness has a positive and significant effect on the purchase decision of eco-friendly tote bags.

Attitude toward Environment and Purchase Decision

Attitude toward the environment reflects an individual's evaluation of environmental issues and their willingness to support environmental protection. It represents a psychological tendency that influences how individuals respond to environmentally responsible behavior, including purchasing eco-friendly products (Kim & Lee, 2023; Ahmad et al., 2022). Empirical evidence suggests that consumers with a positive attitude toward the environment are more likely to support green products and engage in sustainable consumption behavior. Environmental attitudes significantly influence purchasing decisions, as individuals with favorable attitudes are more inclined to choose environmentally friendly products (Simanjuntak et al., 2023; Candrianto et al., 2023). Thus, attitude toward the environment becomes an important determinant in shaping green product purchase decisions.

H2: Attitude toward the environment has a positive and significant effect on the purchase decision of eco-friendly tote bags.

Environmental Attitude and Purchase Decision

Environmental attitude represents a broader psychological construct that encompasses cognitive, affective, and behavioral components related to environmental concern. It reflects an individual's values and responsibility toward environmental sustainability and plays a critical role in influencing consumption behavior (Ahmad et al., 2022; Kim & Lee, 2023). Previous studies indicate that environmental attitude is a significant predictor of green purchasing behavior. Individuals with strong environmental attitudes are more likely to evaluate the environmental impact of their consumption and prefer eco-friendly products (Firdaus, 2023; Simanjuntak et al., 2023). Moreover, environmental attitude has been found to influence actual purchase decisions rather than only purchase intention, making it a crucial variable in green consumer behavior studies (Kim & Lee, 2023).

H3: Environmental attitude has a positive and significant effect on the purchase decision of eco-friendly tote bags.

Simultaneous Effect of Environmental Awareness and Attitudes

Environmental awareness and environmental attitudes are interrelated constructs that collectively influence consumer behavior. Awareness provides the cognitive foundation, while attitudes translate this awareness into behavioral tendencies, forming a comprehensive framework that explains green purchasing behavior (Candrianto et al., 2023; Zameer & Yasmeen, 2022). Empirical findings suggest that the combination of awareness and attitudes significantly influences green product purchase decisions. When consumers possess both high environmental awareness and positive environmental attitudes, they are more likely to engage in sustainable consumption behavior and make environmentally responsible purchase decisions (Firdaus, 2023; Simanjuntak et al., 2023).

H4: Environmental awareness, attitude toward the environment, and environmental attitude simultaneously have a positive and significant effect on the purchase decision of ecofriendly tote bags.

RESEARCH METHODS

The purpose of this study is to examine how environmental awareness, attitude toward the environment, and environmental attitude influence the purchase decision of eco-friendly tote bags among consumers in Purwokerto. The results indicate that all three variables have a positive and significant effect on purchase decisions. This suggests that consumers who are more aware of

environmental issues and possess positive attitudes toward the environment are more likely to purchase eco-friendly tote bags. Based on the demographic profile of respondents, the majority are female (55.7%) and aged between 18–25 years (51.4%), indicating that younger consumers dominate the sample. Most respondents have a bachelor's degree and are students, reflecting a relatively educated group with higher environmental awareness. In terms of income, most respondents fall within the low to middle-income category, suggesting that eco-friendly tote bags are accessible and relevant across different income levels.

Environmental Awareness and Purchase Decision

The findings show that environmental awareness has a positive and significant effect on purchase decisions. Respondents who have a higher understanding of environmental issues, particularly plastic waste, tend to make more environmentally responsible purchasing decisions. This indicates that awareness plays a crucial role in shaping actual consumer behavior, not only intentions. These results are consistent with Firdaus (2023) and Mahmoud et al. (2022) which found that environmental awareness significantly influences green product purchasing decisions. Consumers who are aware of environmental impacts are more likely to translate their concern into real purchasing behavior. This also supports the concept that awareness serves as a cognitive foundation for sustainable consumption. From a practical perspective, increasing public awareness through environmental campaigns and education can effectively encourage consumers to adopt eco-friendly products such as tote bags.

Attitude toward Environment and Purchase Decision

The results also reveal that attitude toward the environment has a positive and significant effect on purchase decisions. Consumers who have a favorable evaluation of environmental protection are more likely to support eco-friendly products. This finding aligns with Simanjuntak et al. (2023) and Mandarić et al. (2022), which emphasized that positive environmental attitudes significantly influence green purchasing behavior. When individuals perceive environmental protection as important, they are more inclined to act accordingly through their consumption choices. This result highlights that beyond awareness, emotional and evaluative aspects (attitude) are essential in driving behavior. Consumers who feel responsible for environmental sustainability tend to make more conscious and environmentally friendly purchasing decisions.

Environmental Attitude and Purchase Decision

Environmental attitude was also found to have a positive and significant effect on purchase decisions. This indicates that individuals who possess strong environmental values and responsibility are more likely to engage in green purchasing behavior. The findings support previous studies such as Ahmad et al. (2022) and Ogiemwonyi et al. (2023) which showed that environmental attitudes significantly influence actual purchasing behavior. Consumers with strong environmental concern tend to evaluate the environmental impact of products before making purchase decisions. This suggests that environmental attitude acts as a deeper psychological driver that strengthens the relationship between awareness and actual behavior.

Simultaneous Effect of Variables

The simultaneous test results show that environmental awareness, attitude toward the environment, and environmental attitude collectively have a significant effect on purchase decisions. This indicates that these variables work together in influencing consumer behavior. This finding supports Firdaus (2023) and Mahmoud et al. (2022) which demonstrated that a combination of environmental factors significantly affects green product purchasing decisions. Consumers are more likely to make sustainable choices when they possess both knowledge and positive attitudes toward the environment.

Overall Contribution and Theoretical Implications

This study provides important insights into consumer behavior in the context of eco-friendly products, particularly tote bags, within a circular economy framework. The findings demonstrate that psychological factors such as awareness and attitudes play a crucial role in shaping sustainable consumption behavior. Theoretically, this study supports green consumer behavior theory by emphasizing the importance of cognitive (awareness) and affective (attitude) components in influencing purchase decisions. It also reinforces the idea that actual behavior (purchase decision) is a more reliable indicator than purchase intention.

RESULTS AND DISCUSSION

This section is the main section of a research article and is usually the longest section of an article. Data analysis processes such as statistical calculations and hypothesis testing processes do not need to be presented. Only the results of the analysis and the results of the hypothesis test must be reported. Tables and graphs can be used to clarify the presentation of research results verbally. Tables and graphs should be commented on or discussed.

For qualitative research, the results section contains detailed sections in the form of sub-topics that are directly related to the research focus and its category.

The discussion in this article aims to: (1) answer the formulation of research problems and questions; (2) show how the findings were obtained; (3) interpreting/interpreting findings; (4) linking research findings with existing knowledge structures; and (5) giving rise to new theories or modifications to existing theories.

In answering the formulation of research problems and questions, the results of the research must be concluded explicitly. The interpretation of the findings is carried out using existing logic and theory. Field reality findings are integrated with previous research results or with existing theories. For this purpose, there must be a reference. In bringing in new theories, old theories can be confirmed or rejected, some may need to modify theories from old theories (Calibri 11, spacing 1, spacing before 0 pt, after 0 pt).

CONCLUSION

This study concludes that environmental awareness, attitude toward the environment, and environmental attitude have a positive and significant influence on the purchase decision of ecofriendly tote bags in Purwokerto. Environmental awareness helps consumers understand the importance of sustainability, while attitudes toward the environment and environmental values encourage them to act accordingly in their purchasing behavior. From a practical perspective, businesses should focus on increasing environmental awareness through education, campaigns, and marketing strategies that highlight the environmental benefits of their products. Policymakers are also encouraged to promote sustainable consumption through regulations and public awareness programs.

For consumers, this study highlights the importance of being environmentally aware and developing positive attitudes toward sustainability in order to support eco-friendly products. However, this study has several limitations. The use of self-reported questionnaires may introduce bias due to differences in respondents' perceptions and understanding. Additionally, the study is limited to Purwokerto, which may affect the generalizability of the findings. Future research is recommended to include a wider geographical scope and additional variables such as green perceived value or social influence to provide a more comprehensive understanding of green purchasing behavior.

1. Equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \dots\dots\dots (1)$$

$$n = k \times 10 \dots\dots\dots (2)$$

2. *Figures and Tables*

Table 1. Validity Test

Variable	Items	Correlation Range (r)	Criteria	Conclusion
Environmental Awareness (X1)	3	0.878 – 0.926	$r > 0.30$	Valid
Attitude Toward Environment (X2)	3	0.928 – 0.950	$r > 0.30$	Valid
Environmental Attitude (X3)	3	0.872 – 0.893	$r > 0.30$	Valid
Purchase Decision of Green Products (Y)	5	0.922 – 0.943	$r > 0.30$	Valid

Source: Processed data using SPSS version 26 (2026)

Table 2. Reliability Test

Variable	Cronbach's Alpha	Standard	Conclusion
Environmental Awareness (X1)	0.892	> 0.70	Reliable
Attitude Toward Environment (X2)	0.930	> 0.70	Highly Reliable
Environmental Attitude (X3)	0.856	> 0.70	Reliable
Purchase Decision of Green Products (Y)	0.962	> 0.70	Highly Reliable

Source: Processed data using SPSS version 26 (2026)

Table 3. Multicollinearity Test

Variable	Tolerance	VIF	Criteria	Conclusion
Environmental Awareness (X1)	0.968	1.033	$VIF < 10$	No multicollinearity
Attitude Toward Environment (X2)	0.983	1.017	$VIF < 10$	No multicollinearity
Environmental Attitude (X3)	0.981	1.019	$VIF < 10$	No multicollinearity

Source: Processed data using SPSS version 26 (2026)

Table 4. Glejser Test

Variable	Sig.	Criteria	Conclusion
Environmental Awareness (X1)	0.761	> 0.05	No heteroscedasticity
Attitude Toward Environment (X2)	0.496	> 0.05	No heteroscedasticity
Environmental Attitude (X3)	0.985	> 0.05	No heteroscedasticity

Source: Processed data using SPSS version 26 (2026)

Table 5. Hypothesis Test Results

Std. Error	Beta		Sig.		Conclusion
Constant	-1.132	2.763	—	0.683	Not significant
Environmental Awareness (X1)	0.663	0.148	0.341	<0.001	Significant
Attitude Toward Environment (X2)	0.325	0.125	0.196	0.010	Significant
Environmental Attitude (X3)	0.712	0.165		<0.001	Significant

Source: Processed data using SPSS version 26 (2026)

Variable	B	0.325	t
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Table 6. Goodness of Fit Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	439.501	3	146.500	14.441	.000 ^b
Residual	1379.720	136	10.145		
Total	1819.221	139			

Source: Processed data using SPSS version 26 (2026)

Table 7. Model Summary

Model	R	R Square	Adjusted R Square
1	0,492	0,242	0,225

Source: Processed data using SPSS version 26 (2026)

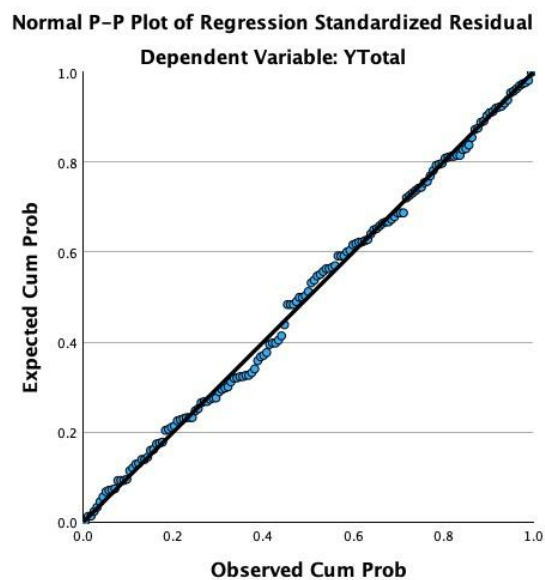


Figure 1. Normality Test

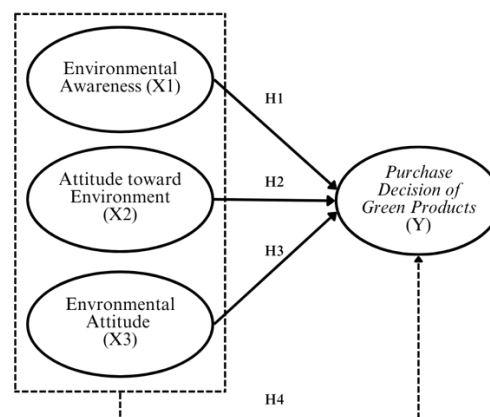


Figure 2. Research Model

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