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The Implication of Eco-labels on the Green Intention to Purchase in the Gallon Mineral Water in Indonesia: Using the Theory of Reasoned Action and Considering role of the Product Knowledge

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ABSTRACT
Mineral water is a fundamental need for every individual. Therefore, when selecting what to consume, one must make a well-considered choice. The consumption of mineral water should consider both its health benefits and its environmental impact. This study uses the Theory of Reasoned Action (TRA) to investigate how eco-labels affect customer'intention to purchase green gallon mineral water. This study seeks to investigate the youth market, particularly Generation Z, defined as those between the ages of 12 and 29, who are a generation with easy access to information. Thus, the aims of this study is to investigate the impact of eco-label on customer purchase intention in green gallon mineral water at Le Mineral. The research method employed is quantitative, using a sampling technique known as purposive sampling, involving the distribution of questionnaires to Generation Z respondents in Indonesia with a total of 210 participants. This study's data analysis makes use of PLS Version 4 and structural equation modelling - partial least squares (SEM-PLS). The results indicate that eco-labels positively influence attitudes toward the product, subjective norms, and green purchase intentions. Additionally, subjective norms have a beneficial effect on green purchase intentions. In the other hand, attitudes toward the product has a negative impact on green purchase intention. Product knowledge acts as a moderating variable that influences the relationship between attitudes toward the product, subjective norms, and the intention to make green purchases. Customers who are familiar with green products neither showed evidence having a greater association between their attitudes towards the product and green purchase intention, nor subjective norms and green purchase intention.

Keywords: eco-label, attitude toward the product, subjective norm, purchase intention, the theory of reasoned action, eco-friendly product.

INTRODUCTION

The demand for drinking water is on the rise. Rachmat Hidayat, the Chairman of the Indonesia Bottled Drinking Water Companies Association (Aspadin), stated that the national bottled water industry has continued to exhibit strong growth following the end of the COVID-19 outbreak. This growth is demonstrated by the heightened demand for bottled water, which correlates with an increase in outdoor activities among the population [1]. Currently, gallon-sized containers account for the largest portion of packaged drinking water, representing 70 percent of the market, while the remaining share is divided among bottled and glass-packaged water products [2].

When consuming drinking water, aside from focusing on its content of mineral, it is also necessary to consider its packaging. The need for drinking water at home would be more effective and economical using gallon packaging. There are various brands of gallon containers produced by packaged drinking water companies in Indonesia, including Aqua, Cleo, Cheers, Le Mineral, and others. Customers must pay attention to the packaging of the goods and health gallon. There are two tips should be considered in choosing the packaging, first, should choose a BPA-free gallon, which has

material free from polycarbonate that is harmful to the body [3]. Generally, these gallon packages are transparent. Second, check carefully the plastic gallon code. It is PET, which stands for Polyethylene Terephthalate products. This material is the most easily recyclable plastic material.

The National Packaged Drinking Water Manufacturers Association (Asparminas) has shown it through the sale of BPA-free packaged drinking water gallon that continues to grow at a rate of 5% per year. This public awareness indicates their interest in consuming environmentally friendly products [4]. Generation Z is known as the most environmentally conscious group in recent decades. They grew up with easy access to information about climate change and other environmental damage [5].

A gallon with the Le-Mineral brand is a mineral water gallon that has an eco-label on its packaging because it contains PET label code information and specifies free-BPA packaging information, which makes it easier for us to recycle. The attitudes of Generation Z towards social and environmental issues have been previously studied, one of which was conducted in China. The young adult consumer group, commonly referred to as Generation Z, is known to have a higher tendency to engage socially and economically in society: They show a greater interest in actively participating in social issues, particularly compared to the Y generation [6][7]. Eco-labels can identify products or services that are certified environmentally friendly by impartial third parties [8]. The increasing awareness and interest in sustainable consumption are expected to influence consumers' decisions to purchase environmentally friendly products [9] [10].

Previous research has explored the connections between eco-labels and green purchase intentions, employing the Theory of Reasoned Action (TRA) framework [11]. Studies have also examined how attitudes can directly affect green purchase intentions [12], and how green marketing influences behavioral intentions through the Theory of Planned Behavior [13]. This study aims to fill the research gap regarding Generation Z's interest in purchasing environmentally friendly products. By applying the Theory of Reasoned Action (TRA), it seeks to analyze how eco-labels impact consumer intentions to purchase eco-friendly gallon-packaged mineral water. Additionally, the study will investigate how product knowledge moderates the relationship between attitude, subjective norms, and green purchase intentions.

This study will be expanded to include product knowledge as a moderator in the relationship between attitudes and subjective norms regarding green purchase intentions. This method is validated by Sharma and Kushwaha [14] who discovered that consumers encounter difficulties in buying eco-friendly products, particularly due to a lack of adequate information.. Additionally, research on environmentally labeled products has predominantly focused on the food sector [15]. Other studies have shown significant variations in consumer awareness, adoption, and implementation of eco-labels across different markets [16]. This research aims to contribute to academic knowledge by theoretically examining the impact of eco-labels on green purchase intentions, utilizing the Theory of Reasoned Action to explore how eco-labels influence attitudes and subjective norms. Product knowledge will be assessed as a moderating factor in the relationship between attitudes, subjective norms, and green purchase intentions. Practically, the findings are intended to guide marketers in enhancing competition for eco-friendly products and potentially increasing Generation Z's interest in purchasing environmentally friendly mineral water.

LITERATURE REVIEW

Green marketing and Theory of Reasoned Action (TRA)

In 1975, the American Marketing Association (AMA) defined "green marketing" as the promotion of products that are assumed to be safe and environmentally friendly [17]. This term, also known as environmental marketing, sustainable marketing, or eco-friendly marketing, represents a significant trend in contemporary business, targeting consumers who prefer environmentally conscious products and services [18]. According to [19], green marketing activities encompass the enhancement of production processes and distribution methods for eco-friendly products, marketing communications related to these products, eco-labeling, and product branding.

Fishbein and Ajzen's Theory of Reasoned Action (TRA) posits that an individual's actions are largely determined by their intention to engage in that behavior [20]. Research indicates that this intention is the most significant factor in determining behavior, surpassing all other variables [21]. In the context of research, attitude reflects whether a person views bottled mineral water positively or negatively. The subjective norm involves the perceived social pressure to engage in the behavior and the motivation to adhere to that pressure. TRA has been extensively utilized in studies to understand intentions related to consumption and food choices [22] [23] [24].

The Relationship between Eco-Labels and Green Purchase Intention

The functions of eco-label as a means of informing consumers that a product or service meets established environmental criteria, and it also motivates businesses to improve their environmental performance [25]. An eco-label serves as a tool to inform consumers that a product or service complies with environmental standards, while simultaneously encouraging companies to enhance their environmental practices [26]. Eco-labels provide essential information to consumers, aiding their decisions to buy eco-friendly products and brands [27]. Marketers use eco-labels to promote these green products [28]. In the business realm, eco-labels act as a communication tool, setting environmental standards and facilitating knowledge exchange and business networks, which helps broaden market access. As consumers increasingly aim to adopt eco-friendly behaviors, they are more likely to purchase green products. Many scientific studies have

demonstrated that eco-labels have a substantial impact on consumer purchase intentions in different countries [29] [30]. Based on the description above, the hypothesis is proposed:

H1: Eco-labels positively impact green purchase intention.

The Relationship between Eco-Labels, Attitude Toward Product, and Subjective Norms

Eco-labels act as a marketing strategy designed to inform consumers about products, aiming to bridge the information gaps prevalent in today's business and communication environment [31]. Companies are required to provide detailed and reliable information so that consumers can clearly identify environmentally friendly attributes. This is crucial because consumer attitudes towards green products depend on having complete and trustworthy information to differentiate between eco-friendly and non-eco-friendly products [32]. Research investigating the role of Eco-labels as credible sources of environmental information across different green product categories presents strong evidence of their positive impact on consumer attitudes and future purchasing decisions [12]. Eco-labels help reduce information gaps, thereby encouraging product purchasing behavior [33]. Research has consistently shown that eco-labels significantly enhance positive attitudes towards products [11] [32] [33]. Developing products based on consumer assessments of various green label attributes is a key marketing strategy that effectively minimizes information asymmetry related to green products [34].

In contemporary consumer societies, choosing eco-friendly products is progressively recognized as a symbol of social prestige [35]. This trend establishes a positive link between eco-labeling and subjective norms. For instance, a study by Tran & Paparoidamis [36] where ecological relationships are culturally significant, found that consumers prefer products with eco-labels over those without. Multiple studies have demonstrated that eco-labels significantly influence subjective norms [29], and these norms, in turn, can mediate the impact of eco-labels on purchase intentions [30]. Therefore, the following hypotheses are proposed:

H2: Eco-labels positively impact on attitude toward product

H3: Eco-labels positively impact on subjective norms.

Attitude Toward Product, Subjective Norms, and Green Purchase Intention

According to Fu & Elliott [37], Fishbein and Ajzen state that an individual's attitude is shaped by their intentions. They identified two primary factors influencing intentions: personal factors (such as attitude toward the behavior) and social factors (such as subjective norms). These factors are believed to positively impact behavioral intentions, but their influence operates through different mechanisms. Environmentally conscious consumers are more likely to purchase green products [29]. A study conducted by Sreen [38] Indian consumers to evaluate their intention to buy green products found that attitudes toward green products significantly influence the intention to buy these products. The Theory of Reasoned Action (TRA) posits that intentions fully mediate the effects of attitudes and subjective norms on actual behavior [20]. Therefore, it can be concluded that attitude positively affects purchase intention [37] [29][39] [30][38]. Organizations are more inclined to adopt and implement environmentally sustainable initiatives when a significant number of individuals advocate for such practices, driven by the influence of social pressure [40].

Harun et al., (2022) describe subjective norms as external social forces from family, coworkers, friends, celebrities, or notable figures that influence an individual's behavior. Social acceptance encourages individuals to conform to societal norms [29]. In the context of household products, subjective norms directly positively influence purchase intention [41]. This research seeks to examine how the opinions and influences of close associates impact the intention to buy Le Minerale gallon products. Prior studies have demonstrated a strong correlation between perceived social pressures and the intention to make environmentally friendly purchases [42] [43] [29][38]. However, some studies have disputed the positive relationship between subjective norms and purchase intention [37] [30]. Therefore, the hypothesis formed is:

H4: Attitude towards the product positively impact on green purchase intention

H5: Subjective norms positively impact on green purchase intention.

The moderating role of product knowledge

Product knowledge refers to an individual's understanding of information related to a product. This information includes various aspects such as news, intelligence, data, and details about the product's features and attributes [44]. Consumers often base their purchase decisions on their level of product knowledge. Such knowledge helps in the cognitive process by allowing consumers to comprehend information and assess new product features [37]. Knowledge of green products specifically influences consumers' attitudes toward these products [45]. Consumers who are knowledgeable about green products tend to view them as more advantageous and are more inclined to purchase them. Additionally, consumers with varying levels of product knowledge, whether high or low, demonstrate different reactions to products, as well as differences in their attitudes and purchase intentions [46]. According to Cheng and Wu [47], consumers with higher environmental knowledge tend to have a greater responsibility for protecting the natural environment. Knowledge is a key factor in understanding how to achieve goals [48].

Research by Sun and Wang [49] indicates that product knowledge positively influences both attitudes and purchase intentions. Chen and Deng [50] found that the impact of attitudes on green purchase intentions is stronger when

consumers lack adequate product knowledge. However, Wang et al [51] observed that despite being knowledgeable about green products and their attributes, consumers do not always purchase them. On the other hand, Nekmahmud et al [39] found that when green product knowledge acts as a moderator between attitudes and green purchase intentions, it has a positive effect, especially when green products are well-known and available in stores. With increased product knowledge, consumers gain a deeper understanding of green product characteristics and are more likely to make purchase decisions based on rational considerations rather than emotions. In general, a deeper understanding of products tends to increase the intention to purchase environmentally friendly items by leading to better assessments of their functional features and the value they offer for the price. As a result, the impact of personal attitudes on the decision to buy green products diminishes, as choices are more influenced by product knowledge than by emotional considerations[50].

This idea suggests that consumers with more knowledge are more likely to base their decisions on their attitudes, whereas those with less knowledge tend to rely on social norms [37]. Consequently, this study will explore the relationship between subjective norms and behavioral intentions toward Le Mineral gallon products. It will also examine the connection between attitudes and purchase intentions for gallon-packaged mineral water. In this research, product knowledge is a moderating factor. Therefore, we propose the following hypotheses:

H6a: The impact of consumer attitude on purchase intention will be stronger when consumers have high product knowledge compared to when they have low product knowledge.

H6b: The impact of consumer subjective norms on purchase intention will be stronger when consumers have low product knowledge compared to when they have high product knowledge.

As a result, Figure 1 illustrates the proposed conceptual framework for this study, integrating the hypotheses covered in the previous subsections.

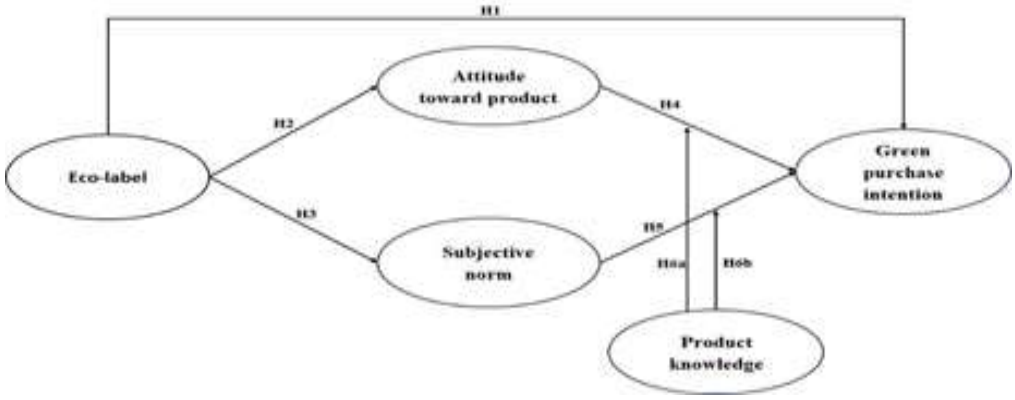

Figure 1 Research Framework

Source: [11][52][53]

METHODOLOGY

Sampling and Data Collection Techniques

Quantitative approach is employed for this research, involving numerical data and applies statistical analysis to test hypotheses. It is categorized as causal or explanatory research, with the objective of exploring the causal relationships between variables and examining potential cause-and-effect connections [54]. The term population refers to the complete set of characteristics of the group being studied [55]. The study focuses on Generation Z individuals, aged 12 to 29 years. In this research, the initial sample criteria include Generation Z individuals who are at least 18 years old, capable of logical thinking and experience. Additionally, the sample size for the Structural Equation Modeling (SEM) analysis is determined based on the number of indicators in the research model. According to SEM guidelines, the sample size should be 5-10 times the number of indicators, with a minimum of 100-200 samples [56]. This study uses a total of 21 indicators, thus the recommended minimum sample size is 105 – 210 samples, aligning with the requirement of being five to ten times the number of indicators in the model.

The questionnaire survey was conducted from December 2023 to January 2024 through online surveys (WhatsApp, Facebook, Instagram, and Telegram) in Indonesia. This research was conducted on Generation Z (aged 12-29 years) who are aware of the Le Mineral brand of gallon mineral water but have never made a purchase. Respondents were asked to fill out a survey created by researchers based on an instrument designed to measure eco-labels, subjective norms, attitude toward the product, green purchase intention, and product knowledge adapted from [52][11].

The questionnaire items were adapted from prior research for used in this study. These items were assessed using a five-point Likert scale, which is ordinal in nature, with response options ranging from 1 (strongly disagree) to 5 (strongly agree). Meanwhile, to assess the relationships among the tested variables, the researcher employs Partial Least Squares

Structural Equation Modeling (PLS-SEM) using Smart PLS V.4 software, which is a non-parametric method minimizing the unexplained variance by utilizing a weighted composite of indicator variables to facilitate measurement error accountability [57].

RESULTS AND DISCUSSION

Respondent Characteristics

In this research, questionnaires were sent to participants who met the specified criteria. The analysis was then carried out using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with Smart PLS Version 4.0 software to assess both the measurement and structural models. Table 1 presents the data, revealing that 210 respondents were selected through the questionnaire screening, categorized based on their demographic information. In this study, online questionnaires were distributed to respondents who have the criteria. Subsequently, Structural Equation Modeling-Partial Least Square (SEM - PLS) with Smart PLS Version 4.0 to assess both the measurement and structural models. Table 1 presents the data, revealing that 210 respondents were selected through the questionnaire screening, categorized based on the gender, age, last education, occupation, and outcome per month.

Table 1. Demographic Data of Respondent

Index	Frequency	Percentage (%)
Gender		
Male	39	18.6
Female	171	81.4
Age (year)		
18 – 23	169	80.5
24 – 29	41	19.5
Background Education		
High School	104	49.5
Diploma	10	4.8
Bachelor degree	92	43.8
Master Degree	4	1.9
Occupation		
Students	161	76.7
Freelancer	2	1.0
Privat Employee	27	12.9
State-owned enterprise employee	4	1.9
Army/ Police	6	2.9
Enterpreneur	2	1.0
Others	6	2.9
Outcome per month (Rupiah)		
< 200.000	28	13.3
200.000 – 1.000.000	109	51.9
1.000.001 – 5.000.000	67	31.9
5.000.001 – 10.000.000	2	1.0
> 10.000.001	4	1.9

Source: Author Analysis

Measurement Model Assessment

There are two phase used the measurement model in this study. First phase is outer model test which is used the test of convergent validity, discriminant validity, and composite reliability. The test analysis for evaluating scores of loading factor. The second phase is inner model test by using bootstrapping test [56].

In Figure 2, the results of processing the loading factor values are shown. This figure displays the results of the outer model data, indicating the relationships between constructs and their indicators. At this stage, an analysis will be conducted on three measurements: convergent validity, discriminant validity, and composite reliability.

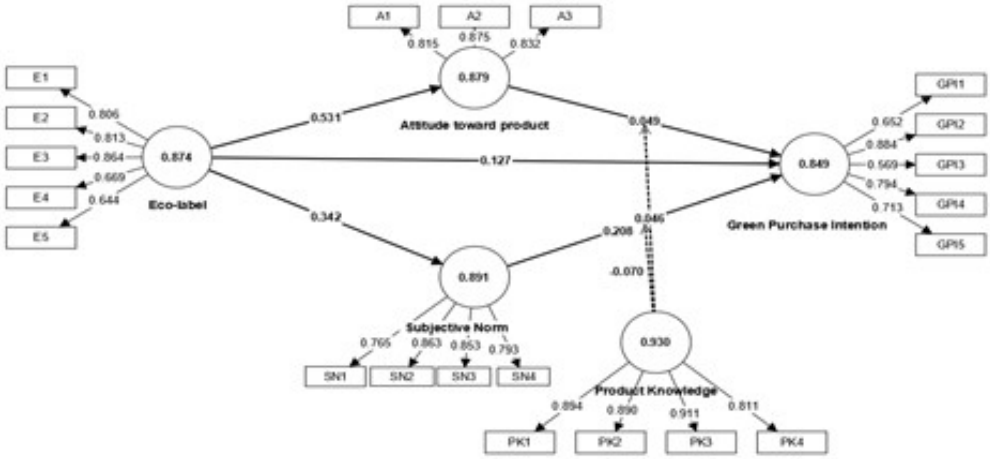

Figure 2: Factor Loading Value Construct

Source: Author Analysis

Table 2 shows indicator reliability assessed by comparing factor loadings, composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE). The measurement reveals factor loading values ranging from 0.569 - 0.911. A factor loading value greater than 0.6 is considered valid. In this measurement, one construct (GPI 3) has a value of 0.569, which is still acceptable as it is within the rounding of 0.6. So, in this Convergent validity test called valid. For internal consistency reliability, Cronbach's alpha and Composite Reliability values above 0.7 indicate that this construct effectively explains each measurement item Furthermore, convergent validity assessment is conducted by comparing the AVE values, which are found to be greater than 0.5, indicating good convergent validity. These four assessments demonstrate the effectiveness of each construct in explaining the variance of each measurement item. [56]. So, in this composite reliability test called reliable.

Table 2. Result of Model Measurement

Construct/ items	Loading Factor	AVE	Cronbach 's alpha	Composite Reliability
Eco-labels (E)		0.584	0.819	0.874
Encourage individuals to purchase eco-friendly products.	0.806			
Provide information on brands with eco-friendly attributes.	0.813			
The eco-label serves as a critical resource for identifying green products.	0.864			
Always verify eco-label on environmentally friendly products prior to purchase.	0.669			
Acquire comprehensive details about the brands and types of green products before making a purchase.	0.644			
Attitude toward products (AT)		0.707	0.797	0.879
Le-Mineral Gallon is wise and interesting eco-friendly product.	0.815			
Le-Mineral Gallon is a good eco-friendly product.	0.875			
Le-Mineral Gallon is beneficial eco-friendly product.	0.832			
Subjective norm (SN)		0.672	0.839	0.891
Describing people as an environmentally responsible consumer.	0.765			
Helping people to be more eco-friendly acceptable.	0.863			
Creating a positive impression on others.	0.853			
enhancing their orientation towards eco-friendly practices.	0.793			
Green purchase intention (GPI)		0.534	0.785	0.849
Considering to buy green products because they are less polluting in coming times	0.652			
Considering to purchase green brands for ecological reasons	0.884			
Prefer green product over non-green product	0.569			
Planning to buy green products in the future because of their positive environmental contribution	0.794			
Continue buying green products for household use	0.713			

Product knowledge (PK)		0.770	0.903	0.904
To what extent knowledgeable a person about green product	0.894			
Rating knowledge of green products compared to the average consumer	0.890			
To what extent familiar with green product	0.911			
Rating knowledge of green products compared to other products	0.811			

Source: Author Analysis

In Table 3, discriminant validity is evaluated based on the correlation ratio of heterotrait-monotrait (HTMT). According to [56] if the HTMT value is less than 0.85, it indicates good discriminant validity. The table indicates that each construct is known to have an HTMT value < 0.85, where this figure indicates good discriminant validity.

Table 3. Result of Discriminant Validity (HTMT)

	ATP	E	GPI	PK	SN	PK x ATP	PK x SN
ATP							
E	**0.63**						
GPI	0.623	**0.498**					
PK	0.67	0.423	**0.772**				
SN	0.599	0.402	0.644	**0.615**			
PK x ATP	0.529	0.231	0.198	0.214	**0.16**		
PK x SN	0.177	0.189	0.158	0.18	0.104	**0.551**	

Source: Author Analysis

Structural Model Assessment

In the second phase the evaluating of inner model test is done by bootstrapping test. Tables 4 and 5 present the results of estimating the structural model PLS-SEM using SmartPLS Version 4.0. The evaluation of the structural model can be assessed by evaluating the values of the coefficient of determination (R square) and the path coefficients of each research hypothesis [56]. Table 4 shows that the R square of the variable attitude toward the product is 0.282, indicating low predictive power. The variable subjective norm has an R square of 0.117, also indicating low predictive power. Meanwhile, the variable green purchase intention has an R square of 0.602, indicating moderate predictive power.

Table 4. Value of R Square

	R^2	R^2 adjusted
Attitude toward product	0.282	0.279
Green Purchase Intention	0.602	0.59
Subjective Norm	0.117	0.113

Source: Author Analysis

Table 5. Hypothesis Testing

Hypothesis		**Path Coefficient**	**P values**	**T statistics**	**f-square**	**Result**
H1	E-> GPI	0.127	0.038	1.830	0.028	Supported
H2	*E-> ATP*	0.531	0.000	7.183	0.393	Supported
H3	*E -> SN*	0.342	0.000	3.809	0.133	Supported
H4	*ATP* -> GPI	0.049	0.554	0.516	0.002	Not Supported
H5	*SN* -> GPI	0.208	0.000	3.700	0.071	Supported
H6a	PK x ATP	0.046	0.335	1.003	0.005	Not Supported
H6b	PK x SN	-0.07	0.151	1.433	0.01	Supported

Source: Author Analysis

Table 5 displays the findings from the tests of direct influence hypotheses. This study investigates how eco-labels affect consumers' intentions to purchase Le Mineral gallon mineral water. It employs the Theory of Reasoned Action (TRA), incorporating attitude and subjective norm variables, and considers product knowledge as a moderating factor in the TRA framework. The subsequent discussion will provide a detailed analysis of the research results:

1. **Hypothesis 1 (H1):** The analysis reveals that eco-labels have a positive and statistically significant effect on green purchase intentions (β = 127, P= 0.038). This finding is in line with prior studies [58][11].

2. **Hypothesis 2 (H2):** The results show that eco-labels significantly impact attitudes toward the product (β = 0.531, P = 0.000). This outcome aligns with previous research [11] [12].
3. **Hypothesis 3 (H3):** The analysis confirms a significant relationship between eco-labels and subjective norms (β = 0.342, P = 0.000). This finding is consistent with earlier studies [11][8].
4. **Hypothesis 4 (H4):** The data indicate that attitude toward the product does not have a significant effect on green purchase intentions (β = 0.049, P = 0,554), leading to the rejection of this hypothesis. These results are corroborated by previous research. The results of this study are supported by previous research [59].
5. **Hypothesis 5 (H5):** The results demonstrate that subjective norms positively influence green purchase intentions (β = 0,208, P = 0.000), supporting this hypothesis. This is consistent with earlier research [59] [60].
6. **Hypothesis 6a (H6a):** The hypothesis that product knowledge moderates the relationship between attitude toward the product and green purchase intentions was not supported (β = -0,046, P = 0.335). This finding is in agreement with previous research[59] [52].
7. **Hypothesis 6b (H6b):** The hypothesis that product knowledge moderates the relationship between subjective norms and green purchase intentions was supported (β = -0,07, P = 0.151). This result is consistent with prior studies [61], [62], [63].

DISCUSSION

This study demonstrate how eco-labels are associated with the TRA factor in determining consumers' purchasing intentions for 'Le Mineral' gallon mineral water with eco-labels in Indonesia. Several previous studies support the current findings that positive relationship exists between eco-labels and the intention to buy environmentally friendly products. This research in line with the previous research by Khoiruman & Fatonah [64] that individuals with a solid understanding of eco-labels are more likely to consider the information these labels provide, which can enhance their intent to purchase environmentally friendly products. From marketing perspective, positioning environmental friendliness as the key feature of an eco-label enhances consumer perceptions of the product's eco-friendliness, which in turn increases green purchase intention [11]. It suggests a favorable association between eco-labels and the intention to purchase environmentally friendly products.

The positive relation between environmentally-friendly labels and TRA (Theory of Reasoned Action) explains that eco-labels on environmentally friendly mineral water products can provide information for both buyers and sellers, indicating the pro-environment message of the product. This can enhance consumer trust in the product's environmental claims, positively impacting their perceived subjective norms.

The study also highlights the critical role of eco-labels in shaping consumer attitudes. These labels act as key informational sources, helping consumers make more informed purchasing decisions and fostering positive attitudes towards environmentally friendly products. It suggests that environmental information conveyed through eco-labels on products promotes favorable attitudes among consumers. The research shows that when consumers have control over their consumption choices, it not only affects their intention to buy eco-friendly products but also influences the social pressures they feel related to the environmental impact. Consistent with Nguyen & Le [12] the study suggests that eco-labels should include features that reflect high value or societal trends (e.g., carbon footprint, recycling, plastic-free, etc.) to be more effective. This also demonstrates that intention to buy eco-friendly products is influenced by the attitudes of individual consumers. In the context of consumer attitudes towards purchasing Le Mineral mineral water.

Previous research [11] [65] [66] has shown that good attitudes are a strong predictor of individual behavior . This study found that consumer attitudes towards green products did not show high purchasing intent for green gallon mineral water, because they are aware that gallon with this eco-label has a negative side due to the single-use packaging. So, consumers are interested in this product because it has an eco-label, but their attitudes towards the environment make them hesitant to purchase this product. These findings align with prior research [59] which indicated that low purchase intentions are often due to a lack of trust in the product's reliability and authenticity. Therefore, the study recommends transparency in product traceability information.

This research also found that the accepted subjective norm regarding the importance of eco-labeled products encourages consumers to behave according to social norms. Therefore, based on this subjective norm, it can increase interest in purchasing green-gallon mineral water products. This finding is consistent with previous studies on the purchase of energy-saving appliances [11] [67] [68].

This study also examined consumer product knowledge levels, investigating whether such knowledge could strengthen consumer attitudes toward purchasing green products and whether product knowledge could weaken subjective norms regarding green product purchase intention. The results obtained through SEM-PLS statistical testing revealed that product knowledge significantly moderates the relationship between subjective norms and green purchase intention. However, product knowledge did not significantly moderate the relationship between attitudes and green purchase intention. This finding may be attributed to Generation Z, who, due to their high ambitions, tend to consider other risks before taking action.

The influence of product knowledge as a moderating factor becomes more evident in situations of low product knowledge, where subjective norms can have a more substantial effect on the intention to purchase eco-friendly products. Product knowledge plays a more substantial moderating role in the relationship between subjective norms and green purchase intention for everyday goods. This is partly due to the increasing popularity of individual values among younger consumers, which is associated with greater self-confidence and a tendency to make independent purchasing decisions for everyday necessities [69].

Previous research by Wang et al [70] indicates that expanding consumer knowledge about organic foods can help establish the intention to purchase organic foods as a social norm. Furthermore, individuals are often influenced by the perceptions and opinions of others in their purchasing decisions. Similarly, Pacho (2020) found that product knowledge can moderate the relationship between subjective norms and purchase intention. Various methods for acquiring detailed information about mineral water, such as through social media platforms like WhatsApp, Facebook, Instagram, and TikTok, can rapidly and accurately disseminate information to all users. This capability enhances the value of subjective norms, which acts as a predictor of purchase intention.

CONCLUSION AND SUGGESTION

This study rigorously examines how eco-labels affect the green products purchase intention, particularly those that are essential. It identifies attitude and subjective norms as critical factors influencing the purchase interest in green products. To enhance the robustness of the research, the study presents product knowledge as a moderating factor. to assess its impact on attitudes and subjective norms concerning green purchase intentions. By examining the function of eco-labels as the primary source of information for both consumers and sellers, the study highlights how these labels can shape attitudes and subjective norms related to environmental sustainability. Subjective norms greatly impact the desire to buy green products. In contrast, consumers' attitudes towards these products don't influence their green purchase intentions. This is due to Generation Z's high aspirations and thorough evaluation of the products they consider buying.

Other factors, such as product knowledge, play a crucial role in either reinforcing or weakening the impact of attitude toward the product and subjective norms on green purchase intention. In this study, high product knowledge did not enhance the influence of attitude on green purchase intention, likely because Generation Z considers many factors when determining their purchase interests. In a similar vein, limited product knowledge did not enhance the correlation between subjective norms and the intention to make environmentally friendly purchases, as other factors, like the side effects of using disposable gallons, also influence Gen Z's purchase decisions.

This study is far from perfect and will need significant improvements in the future. Further research should focus on developing and enhancing the aspects studied, particularly regarding respondents and consumer behaviors that positively impact green awareness. The research suggests a deeper examination of both internal and external consumer factors that can enhance positive impacts on green awareness. Additionally, factors such as culture, geographical location, and customs significantly influence consumer behavior towards environmentally friendly products. Therefore, more collaborative research across different cultures and countries is needed to assess green consumer behaviors. This research also faces limitations in its constructs, with many not showing significant results. Future studies should carefully select constructs that are most appropriate for the research context.

IMPLICATION

Theoretical Implication

This study contributes by examining green purchase intention among Generation Z in Indonesia. The findings indicate that measurement instruments such as eco-label, TRA construction, green purchase intention, and product knowledge (as a moderating factor between product attitude and subjective norms toward purchase intention) are useful for future research. The study also highlights the importance of empirical validation.

These findings provide insights into what influences consumer interest in eco-labeled products, addressing a relatively unexplored area. It contributes to the growing research by demonstrating that generational differences impact purchasing decisions. Additionally, it reveals the necessity for consumers to have good product knowledge before buying. Testing eco-labels on green purchase intentions using the TRA approach is crucial for understanding attitudes and subjective norms, supporting green consumerism and environmental conservation efforts.

Practical Implication

This research provides valuable insights for companies producing gallon-packaged mineral water in general and specifically for Le Mineral. The findings unveil a broader study on the side effects of a green product. It is entirely reasonable for companies to implement green marketing for their green products, but consideration must also be given to the side effects of this business strategy as a whole. Every product created will inevitably generate potential new waste. Therefore, it is necessary to simultaneously provide solutions for waste management.

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