

Positive Effect of Electronic Word of Mouth (eWOM) and Green Awareness on Green Product Purchases Moderated by Product Utility in S-Commerce

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ABSTRACT

This study aims to analyze the positive effect of Electronic Word of Mouth (eWOM) and Green Awareness Towards Purchasing Green Products on S-Commerce and involving the Product Utility variable as a mediator in the relationship. The method used in this study is associative quantitative. The population in this study were S-Commerce consumers, where the research sample was consumers who had purchased Green Products as many as 150 respondents. Data were collected using a questionnaire compiled based on indicator items from previous studies that had been adjusted to the context of this study. The questionnaire was then distributed online using Google Form with a Likert scale of 1-5. The data were then analyzed using the SEM approach using SmartPLS V.3.0 software. The results of the study showed that Positive eWOM and Green Awareness have a positive and significant influence on the Purchase of Green Products. Furthermore, Product Utility is able to moderate the positive influence. eWOM and Green Awareness towards Purchasing Green Products positively and significantly.

INTRODUCTION

With the increasingly pressing global environmental challenges, the idea of sustainable development has gained popularity, encouraging consumers to choose environmentally friendly products when making purchasing choices (Ma et al., 2025), considering that unsustainable human consumption activities have caused various environmental and social problems (Zhang et al., 2019, Qiao et al., 2023; Liao et al., 2023). Under the pressure caused by this situation, awareness of ecological and environmental protection and sustainable consumption methods have gradually gained attention from people all over the world (Liao et al., 2023). Therefore, Zhang and Dong, (2020) suggest more comprehensive research on factors that encourage the purchase of Green Products such as the role of psychological and environmental factors of consumers.

On the other hand, digital marketing channels are experiencing rapid development and are growing exponentially (Nath et al., 2023). Most recently, the adoption of Web 2.0 technology has transformed e-commerce into s-commerce, where interactions between sellers and buyers are increasingly intense. This enables green product campaigns and encourages environmentally friendly behavior as a new way of consumption through s-commerce features (Long et al., 2024). Furthermore, La-Ragione & Risitano (2025) revealed how the role of digital marketing channels such as s-commerce has significantly changed consumers' perspectives on sustainable consumption behavior. Hoffmann et al. (2022) emphasized that digital channels are not merely considered as a transaction platform, but rather a platform for consumers to build a positive image and gain respect through sustainable consumption behavior.

In the context of Indonesian consumers, awareness of the importance of environmentally friendly consumption methods has begun to emerge. Data from Goodstats (2023) shows that 64% of Indonesian consumers consider purchasing environmentally friendly products very important. This attitude toward the importance of environmentally friendly consumption behavior allows for green product purchasing behavior as an actualization of this attitude. Current purchasing trends tend to lead to online purchases, one of which is through marketplaces, also known as S-commerce.

Green product purchasing decisions are influenced by intrinsic and extrinsic factors (Kumar & Ghodeswar, 2015). Extrinsic factors such as electronic word of mouth (eWOM) have become a focus in investigating their influence, particularly on online purchasing behavior (Kudeshia & Kumar, 2017). Most recently, Kwon, et al., (2022) found that positive eWOM has a significant impact on consumer behavior, especially in purchasing environmentally friendly products. Aravindan et al., (2023) Positive eWOM includes positive person-to-person verbal and informal communication consisting of examples such as sharing good experiences, inspiring, and even directly suggesting others to purchase certain products, brands, and services. Sulhaini et al., (2022) also found how individual motivation and subjective knowledge encourage them to convey positive messages through eWOM. Several previous literatures such as Aravindan et al., (2023) found that Positive eWOM has a positive and significant effect on environmentally friendly purchasing intentions. However, different

findings were shown by Millatina et al, (2020) eWOM does not have a significant direct effect on purchasing decisions.

In addition to positive eWOM, intrinsic motivations such as green awareness can also be a strong predictor in determining purchasing decisions for environmentally friendly products (Kumar & Ghodeswar, 2015). Green awareness can change customer behavior in many ways, such as consumption patterns, levels of preference for environmentally friendly products, choosing products that have a level of environmental friendliness, or becoming active customers in campaigning for the importance of environmentally friendly products (Alamsyah, 2019). Green awareness is stated as the awareness felt by consumers that consuming green products will contribute good value to the environment (Farahrozi & Verinita, 2020). Several previous studies have tested the influence of green awareness on purchasing decisions for green products, such as those conducted by Lestari, (2020); Farahrozi & Verinita, (2020); and Apriliani and Aqmala, (2021) who stated that green awareness partially has a positive and significant effect on purchasing decisions for green products. However, different findings were shown by Tridiwianti & Harti, (2021) who stated that green awareness did not have a significant influence on the decision to purchase green products.

In addition to considering the impact of sustainable purchases, consumers will also always consider the utility of the green products they consume. Cheung et al., (2015) found that green product consumers continue to consider the utility of green products they find in the market, which is a strong reason for their purchasing behavior. Yu and Lee, (2019) also found that green product purchasing behavior is not only driven by environmental concerns but also influenced by factors such as product quality, aesthetics, and utility. Similarly, Majeed et al., (2022) states that consumers will choose Green Products when the utility provided by the product matches the price they have to pay.

Departing from the phenomena and findings of previous literature which still show inconsistencies, this research will analyze the positive influence of eWOM and Green Awareness on the purchase of Green Products. and involves Product Utility as a moderating variable in S-Commerce.

LITERATURE REVIEW

Green Product Purchasing Decisions

Green product consumers are described as people who consider the environmental impact of their consumption patterns, and intend to change their purchasing and consumption behavior to reduce environmental impacts (Kumar, & Ghodeswar, 2015). Green product purchasing decisions are environmentally friendly purchasing behaviors that refer to the consumption of products that bring significant benefits to the environment and demonstrate a positive attitude towards the environment Kamalanon et al., (2022). According to Al-Kumaim et al, (2021) the purpose of purchasing green products by consumers is to purchase products that have fewer negative impacts on the environment and society.

Nguyen & Nguyen, (2021) In their research findings found that green product purchases driven by self-image and awareness of environmental conditions have driven green product purchasing behavior .

Positive eWOM on Green Product Purchases

eWOM marketing has become a focus primarily for its influence on brands, companies, and online consumer purchasing behavior (Kudeshia & Kumar, 2017). In its development, eWOM is divided into two main classifications based on the nature of the information contained therein: positive and negative eWOM (Kwon et al. , 2022). Jeong and Jang (2011) explain that positive eWOM is formed from consumers' desire to share their positive experiences with certain services or products. Positive eWOM plays a very significant role in consumer attitudes, especially for individuals with high trust (Wang & McCarthy, 2023). In line with the research findings of Cheung et al., (2009) , it shows that positive eWOM can increase consumer trust in a product and encourage them to make a purchase. Positive eWOM includes positive person-to-person verbal and informal communication consisting of examples such as sharing good, inspiring, or new experiences, very attractive product displays, and even directly suggesting others to purchase certain products, brands, and services (Aravindan et al, 2023). More specifically, Sajjanit's (2020) findings show that Positive eWOM has a strong influence on consumer attitudes and concerns regarding sustainable consumption methods, which in turn encourages the emergence of Green Product purchasing behavior. Therefore, the following hypothesis can be drawn: H1: Positive eWOM has the effect on Green Product purchasing decisions

Green Awareness on Green Product Purchases

With increasing awareness of the impact of human activities on environmental conditions, it encourages consumer interest in choosing environmentally friendly products (Alamsyah et al., 2020) . Awareness of the importance of consuming environmentally friendly products can influence consumer decision-making (Ogiemwonyi & Harun, 2020) . Green Awareness is known as knowledge recognized by consumers towards products based on the performance of environmentally friendly products (Alamsyah et al., 2020). Consumer awareness of the importance of environmentally friendly consumption comes from closeness and a sense of responsibility towards the surrounding environment (Gao & Tian, 2019). Customer green awareness is essentially customer recognition of environmentally friendly products, prices, and image (Suki, 2013). As consumers become more familiar with environmentally friendly products, they become aware of their existence, potentially influencing their purchase intentions and subsequent behavior (Ansu-Mensah, 2021) . Furthermore, consumers with high green awareness perceive environmentally friendly products as superior to conventional products, which in turn drives purchasing behavior. Therefore, the following hypothesis can be drawn:

H2: Green Awareness influences the decision to purchase Green Products

The Moderating Role of Product Utility

The utility value of a product has always been one of the main considerations for consumers in determining their attitudes and purchasing decisions for both conventional and green products (Majeed et al., 2022). Qasim et al., (2019) found that consumers have a tendency to evaluate the utility of green products before making a purchasing decision. According to Long et al., (2024) the utility of green products can usually be considered from two main dimensions: functionality and environmental friendliness. The functional dimension measures the product's ability to meet consumers' basic needs and effectiveness of use, while the environmental friendliness dimension measures the environmental impact of a product, both the impact of its use and the waste generated from the product. When evaluating the utility of green products, Fan et al., (2024) found that consumers will utilize information sources from the internet as one of the main references before deciding to purchase. The findings of Suphasomboon, and Vassanadumrongdee, (2022) show that when consumers find environmentally friendly products that emphasize personal benefits, they will pay extra attention to information related to the product's utility, which is usually a key factor influencing their purchasing decisions. Yu and Lee (2019) also found that green product purchasing behavior is not only driven by environmental concerns but also influenced by factors such as product quality, aesthetics, and utility. They explicitly stated that the utility of green products has a strong influence on purchasing decisions. Therefore, the following hypothesis can be drawn:

H3: Product Utility moderates the effect of Positive eWOM on Green Product purchasing decisions.

H4: Product Utility moderates the effect of Green Awareness on the decision to purchase Green Products.

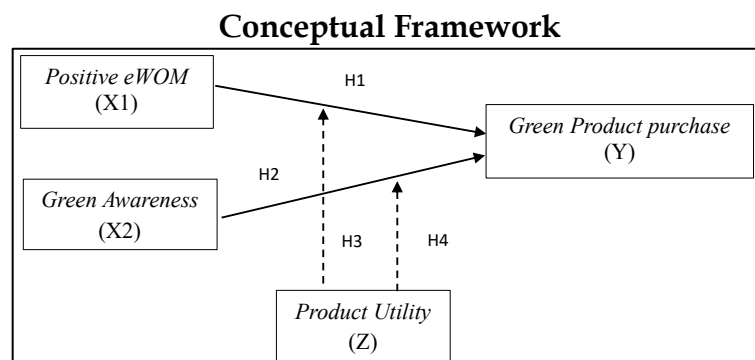


Figure 1 Conceptual framework

RESEARCH METHODOLOGY

This study uses a quantitative method with an associative causality approach. The population in this study were S-Commerce consumers, where the research sample was consumers who had purchased Green Products as many as 150 respondents. Data were collected using a questionnaire compiled based on indicator items from previous studies that had been adjusted to the context of this study.

The questionnaire was then distributed online using a Google form with a Likert scale of 1-5 . The data were then analyzed using the SEM approach using the SmartPLS V.3.0 application.

Measures

The sample size in this study was 150 people. The determination of this sample size was based on what was conveyed by Ferdinand, (2014) where the sample used in research with the SEM (Structural Equation Modeling) approach was a minimum of 100 samples. The statement items contained in the research questionnaire were developed based on items previously developed by previous researchers. For the statement items on the Positive eWOM variable , they were measured based on items developed by Aravindan et al., (2023) which consisted of five statement items. Furthermore, the statement items for the Green Awareness variable were measured based on items developed by Ansu-Mensah, (2021) which consisted of five statement items. Then the statement items for the Green Product purchase variable were measured using items developed by Tan et al., (2019) which consisted of five statement items. Finally, the statement items for the Product Utility variable were measured using items developed by Long et al., (2024) which consisted of four statement items.

Table 1.

Respondent Characteristics		
	Amount	Percentage
Gender		
Woman	109	72.67%
Man	41	27.33%
Age		
17-30 Years	126	84%1
31-40 Years	20	13.33%
41-50 Years	4	2.67%
>50 Years	0	0%
Work		
Civil Servants/TNI/POLRI	8	5.33%
Private sector employee	23	15.33%
Entrepreneur	12	8%
Students	103	68.66%
Doesn't work	4	2.66%
Monthly Income		
1,000,000-5,900,000	135	90%
6,000,000-10,900,000	12	8%
11,000,000-15,900,000	2	1.33%
16,000,000-20,000,000	1	0.66%
>20,000,000	0	0
S-Commerce		
TikTok Shop	67	44.66%
Shopee	43	28.66%
Instagram Shop	20	13.33%

Facebook store	16	10.66%
Tokopedia	4	2.66%
Other	0	

Based on the respondent characteristics table above, the majority of respondents were female. This illustrates how women have a higher tendency to purchase environmentally friendly products than men. Furthermore, based on age, the majority of consumers are between 17-30 years old, meaning that young consumers have a high awareness of the impact of consumption patterns on environmental conditions and therefore prefer to buy green products. Then, based on occupation, the majority of respondents are still students with an income level of 1-5.9 million.

RESULT AND DISCUSSION

Results

Outer-Model Testing

Table 2.

Variab les	Statement	Symbo l	Loadin g Factor	Cronba ch's Alpha	Compos ite Reliabil ity	AV E
Positive eWOM (X1)	I found many positive reviews regarding eco-friendly products on various social media platforms.	PeWO M.1	0.812			
	I found many recommendations for eco-friendly products on various social media platforms.	PeWO M.2	0.826			
	I get encouragement from friends and relatives to buy eco-friendly products.	PeWO M.3	0.774	0.880	0.913	0.67 7
	I generally consider my family, friends, and neighbors to be good sources of advice about eco-friendly products.	PeWO M.4	0.795			
	I will post positive things about eco-friendly products on social media.	PeWO M.5	0.901			
Green Aware ness (X2)	I often hear about eco-friendly products.	GA.1	0.838			
	I have in-depth knowledge and understanding of eco-friendly products.	GA.2	0.919			

	I realized the difference between Green Products and conventional products.	GA.3	0.830			
	I prefer to buy environmentally friendly products rather than conventional products.	GA.4	0.747	0.891	0.921	0.700
	I realize that purchasing eco-friendly products contributes to a sustainable future.	GA.5	0.839			
Product Utility (Z)	I find eco-friendly products very effective in meeting my needs.	PU.1	0.873			
	I find eco-friendly products very beneficial.	PU.2	0.938			
	I feel that eco-friendly products are of high quality.	PU.3	0.908			
	I feel that environmentally friendly products are better than conventional products.	PU.4	0.760	0.894	0.927	0.761
Green Product Purchase (Y)	I will frequently purchase eco-friendly products regularly in the future.	GPP.1	0.832			
	I only buy eco-friendly products that I believe will reduce waste disposal.	GPP.2	0.829			
	I purchase eco-friendly products that I believe will minimize my environmental impact.	GPP.3	0.891			
	I buy eco-friendly products to increase my sense of satisfaction.	GPP.4	0.871	0.906	0.930	0.727
	I buy eco-friendly products which I believe will minimize health problems.	GPP.5	0.837			

From the table above, it can be seen that the Loading Factor value or correlation between constructs and variables shows that overall it has met the outer loading value standard of more than 0.7 so that all statement items are declared valid by Hair et al., (2014). In addition, from the table above, it can be seen that the Average Variance Extracted (AVE) value of all variables is > 0.5 so that it is declared valid. For the Cronbach's alpha and composite reliability values of all variables are > 0.7 so that they are declared reliable by Hair et al., (2014).

Inner-Model Testing

R-Square value of the Green Product Purchase variable is 0.813 or 81.3%, meaning that the Positive eWOM , Green Awareness and Product Utility variables can substantially explain the Green Product Purchase variable by 81.3%, while the rest is influenced by other factors that are not included in the variables of this study. Furthermore, the results of the calculation of the Q-square value of the study were 0.252, which is greater than 0. This shows that the variables observed in this study have relevance and are able to predict the purchase of Green Products.

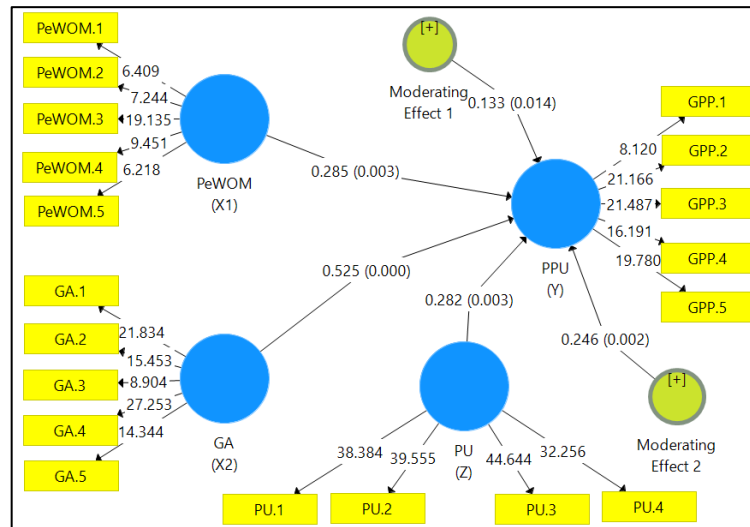


Figure 2 Structural Inner-Model

Table 3.

Hypothesis Testing						
Hypothesis	Influence		Original Sample (O)	T-Statistics	P-Values	Information
H1	PeWOM_(X1) -> PPU_(Y)		0.285	5,057	0.000	Significant
H2	GA_(X2) -> PPU_(Y)		0.525	3,035	0.003	Significant
H3	Moderating Effect 1 -> PPU_(Y)		0.133	2,478	0.014	Significant
H4	Moderating Effect 2 -> PPU_(Y)		0.246	3.113	0.002	Significant

Based on the results of the hypothesis testing in the table above, it can be concluded that Positive eWOM and Green Awareness have a positive and significant influence on Green Product purchases .

Furthermore, the calculation results also show that Product Utility is able to moderate the influence of Positive eWOM and Green Awareness on Green Product purchases .

DISCUSSION

The Effect of positive eWOM on green product purchases

Based on the results of testing hypothesis 1, it shows that positive eWOM has a positive and significant influence on the purchase of Green Products. on S-Commerce . Research findings show that exposure to information, such as product reviews and recommendations containing positive eWOM, has a strong influence on consumer decisions when purchasing Green Products. This finding supports what was stated by Wang and McCarthy (2023); Cheung et al., (2009); and Kwon, et al. , (2022) regarding the positive role of eWOM in shaping consumer attitudes, beliefs, and decision-making in purchasing Green Products. In addition, in the context of purchasing Green Products , encouragement from close people such as friends and family can be an antecedent in encouraging environmentally friendly behavior, one of which is purchasing Green Products because they are considered a good source of advice about environmentally friendly products . This indirectly confirms what was conveyed by Sulhaini et al., (2022) that positive eWOM can develop in consumer interactions driven by individual motivation and subjective knowledge, especially regarding environmentally friendly products. This is also confirmed by research findings where the majority of respondents in the study were young consumers who likely have high knowledge and awareness of the impact of their consumption on environmental conditions and are very active in digital space activities.

Although research findings indicate that consumers have a tendency to purchase green products based on their awareness of how their consumption affects environmental conditions, the research findings underline two important findings: namely, the motivation to purchase green products is most strongly driven by the product's health benefits and also their satisfaction with that behavior. These findings support what was conveyed by Long et al., (2024); Al-Kumaim et al. , (2021); and Nguyen & Nguyen, (2021) regarding the motivation behind purchasing green products related to the consideration of perceived benefits and satisfaction provided by the product. Finally, the findings of this study also confirm several previous research findings such as Aravindan et al., (2023); and Sajjanit, (2020) regarding positive eWOM significantly influencing the purchase of green products.

The Effect Green Awareness on green product purchases

Based on the results of testing hypothesis 2, it shows that Green Awareness has a positive and significant effect on Green Product purchasing decisions in S-Commerce. The research findings show that environmental awareness that is subjectively held by consumers is a strong stimulus in changing attitudes and consumption behavior that is more sustainable and encourages the purchase of Green Products. This is in line with what was conveyed by Alamsyah et al., (2020); and Ogiemwonyi and Harun, (2020) where awareness of the impact of consumption on environmental quality is a strong reason that encourages consumers to prefer Green Products compared to conventional products.

Specifically, the findings show how Green Product purchasing decisions are influenced by the level of knowledge and understanding that form the basis for the emergence of consumer awareness of the impact of Green Product consumption on environmental conditions. This is in line with what was conveyed by Consumer awareness of the importance of environmentally friendly consumption comes from closeness and a sense of responsibility towards the surrounding environment (Gao & Tian, 2019).

Furthermore, consumer awareness of the impact of their consumption on the environment has encouraged them to consume more Green Products due to their belief that this method of consumption is the best way to preserve the environment (Kumar, & Ghodeswar, 2015). This will indirectly increase their attention to the availability of Green Products in both online and offline markets. In line with what was conveyed by Ansu-Mensah, (2021) As consumers become more familiar with environmentally friendly products, they become aware of their existence and have the potential to influence their intentions and purchasing behavior for environmentally friendly products. Finally, the study confirms the findings of previous studies conducted by Lestari, (2020); Farahrozi & Verinita, (2020); and Apriliani and Aqmal, (2021) which stated that Green Awareness has a positive and significant effect on Green Products.

The Moderating Effect of Product Utility

Based on the results of testing hypotheses 3 and 4, it shows that Product Utility is able to moderate the positive influence of eWOM and Green Awareness on Green Product purchases in S-commerce positively and significantly. The research findings show that in addition to contributing to environmental conservation through sustainable consumption methods, consumers consider Green Products to have utility value equivalent to other conventional products and are a strong reason for their purchasing decisions. This confirms what was conveyed by Majeed et al., (2022) that product utility value is always one of the main considerations for consumers in determining their attitudes and purchasing decisions for both conventional and Green Products . In addition, Qasim et al., (2019) found that consumers have a tendency to evaluate the utility of Green Products before making purchasing decisions.

Furthermore, research findings show that recommendations received by consumers through various social media platforms can increase consumer interest in purchasing green products, especially recommendations that not only explain the environmental impact of product consumption but also emphasize its utility value. The findings clearly demonstrate the moderating role of product utility in the positive influence of eWOM on green products. This is in line with what was conveyed by Suphasomboon and Vassanadumrongdee (2022); and Yu and Lee (2019), who showed that when consumers encounter environmentally friendly products that emphasize personal benefits, they will pay extra attention to information related to the product's utility, which is usually a key factor influencing their purchasing decisions. Furthermore, research findings also show how consumers perceive green products to have the same or even better quality than similar conventional products. Therefore, consumers with a high awareness of the impact of their consumption will prefer to consume and use green

products. These findings clearly show how product utility can be a moderator in the influence of green awareness on green product purchases. This is in line with what was conveyed by Long et al. (2024). Consumers with a high awareness of the impact of their consumption will prefer green products, especially if these products have the same utility value as conventional products. Finally, the findings of this study confirm several previous findings by Cheung et al. (2015); Yu and Lee (2019); and Majeed et al. (2022) regarding the role of product utility in shaping consumer purchasing decisions regarding green products.

Theoretical Implications

online Green Product purchasing behavior . First, the research findings confirm what was conveyed by Long et al., (2024); Ragione, & Risitano, (2025); Hoffmann et al., (2022) regarding the role of digital marketing channels such as S-Commerce in changing consumers' perspectives on sustainable consumption through their content. Consumers perceive that information related to products, especially Green Products, is more widely available through online shopping mechanisms. This makes it possible for marketers to carry out sustainable consumption campaigns through digital channels more effectively and efficiently at a much lower cost, which in turn will expand market segmentation for environmentally friendly products. Both studies found that extrinsic factors such as positive eWOM play a key role in the Green Product purchasing decision-making process in S-Commerce. This confirms what was conveyed by Kumar, & Ghodeswar, (2015); Kudeshia & Kumar, (2017); Wang & McCarthy (2023); Aravindan et al., 2023); and Sajjanit, (2020). The three research findings show that Green Awareness also has an important role in determining consumer attitudes and purchasing decisions, especially for environmentally friendly products. This awareness arises through consumer motivation, knowledge, and responsibility regarding the importance of sustainable consumption patterns for environmental sustainability. These findings reinforce what was conveyed by Lestari, (2020); Farahrozi & Verinita, (2020); Apriliani and Aqmala, (2021); Gao & Tian, (2019); Alamsyah et al., (2020); and Ogiemwonyi & Harun, (2020). Finally, the research findings also show how consumers continue to consider the utility value of the product as their reason for choosing Green Products in addition to its impact on environmental preservation, which in turn provides satisfaction for consumers. These research findings reinforce what was conveyed by Majeed et al., (2022); Qasim et al., (2019); Fan et al., (2024); Suphasomboon, and Vassanadumrongdee, (2022); Yu and Lee, (2019)

Managerial Implications

Based on the research findings, there are several managerial implications from this study that can be useful for marketers in developing and expanding the market segmentation of Green Products. First, considering that consumers are highly dependent on positive information content in eWOM, marketers can use it as a platform for conducting effective campaigns and promotions for their products. Second, in promoting Green Products , marketers must at least be able to raise awareness in the minds of consumers about the importance of environmentally friendly consumption methods through more educational content. This is very important because Green Awareness is a psychological attribute that plays a significant role in driving Green Product purchasing

decisions . Finally, the utility value of environmentally friendly products must still be considered by marketers because consumers still consider the utility of the Green Products they buy in addition to their positive impact on environmental conservation.

Suggestions and Directions for Future Research

This study has several limitations that allow for future research. First, further research could examine green product purchasing behavior in more depth and more specifically for certain products, considering that this study only discussed green product purchasing decisions. Second, the research findings show that the majority of respondents were young consumers, which could serve as a basis for further research to analyze their preferences for green product consumption in more depth . Finally , considering that consumers still consider the utility value of green products, further research could conduct a more in-depth analysis of the specific attributes of green product utility that have the strongest influence on purchasing decisions.

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