



The Influence of Green Marketing and Green Knowledge on Purchase Intention: The Moderating Role of Gender



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| Article Info | Abstract |
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| <p>Article History Submission: 2026-01-22 Accepted: 2026-06-16 Published: 2026-06-29</p> <p>Keywords: Green marketing; Green knowledge; Purchase intention; Gender moderation; Sustainable consumption.</p> | <p>Growing environmental concerns have encouraged businesses to adopt green marketing strategies and promote sustainable consumption practices. However, the effectiveness of different green marketing dimensions and environmental knowledge in shaping consumers' purchase intention remains inconclusive, particularly within experience-based coffee businesses. This study aims to examine the effects of green product, green place, green price, green promotion, and green knowledge on consumers' purchase intention at Kopi Klotok Yogyakarta, as well as to investigate the moderating role of gender in the relationship between green knowledge and purchase intention. A quantitative explanatory survey design was employed using data collected from 178 consumers through an online questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that green product, green price, green promotion, and green knowledge have significant positive effects on purchase intention, whereas green place does not significantly influence purchase intention. Among all predictors, green knowledge emerged as the strongest determinant, highlighting the importance of environmental awareness in shaping sustainable consumption behavior. Furthermore, gender was found not to moderate the relationship between green knowledge and purchase intention, suggesting that environmental knowledge affects purchasing intentions similarly among male and female consumers. The model explains 62.1% of the variance in purchase intention ($R^2 = 0.621$), indicating substantial explanatory power. These findings contribute to the green marketing literature by emphasizing the dominant role of environmental knowledge and demonstrating that the effectiveness of green marketing dimensions is context-dependent within experience-based coffee businesses. Practically, the results suggest that businesses should prioritize environmental education, environmentally friendly products, fair pricing strategies, and credible sustainability communication to strengthen consumers' purchase intention.</p> |

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I. INTRODUCTION

Environmental sustainability has become a central concern in contemporary business practices as increasing waste generation, excessive resource consumption, and inadequate waste management continue to threaten ecological balance. In Indonesia, national waste generation reached approximately 35.3 million tons in 2024, yet only 38.63% was properly managed, while the remaining waste remained inadequately treated (Ministry of Environment and Forestry, 2024). This situation indicates that current production and consumption patterns continue to place significant pressure on the environment. Consequently, businesses are increasingly expected to pursue not only economic profitability but also environmental responsibility by integrating sustainability principles into their operational and marketing strategies.

The food and beverage industry represents one of the sectors most closely associated with environmental challenges due to its intensive use of disposable packaging, food waste generation, and resource consumption. Within this industry, coffee shops have experienced remarkable growth over the past decade. The number of coffee shops in Indonesia reached approximately 10,000 outlets in 2025,

reflecting a substantial increase compared to previous years (Indonesian Coffee and Cocoa Entrepreneurs Association, 2025). In Yogyakarta, this growth has been particularly pronounced due to its status as both a student city and a major tourist destination. However, the expansion of coffee consumption has also contributed to increasing volumes of plastic waste and food-related residues. Such conditions have intensified the need for coffee businesses to adopt environmentally responsible practices that align with consumer expectations regarding sustainability.

From a consumer behavior perspective, purchase intention represents an important predictor of future purchasing behavior. According to the Theory of Planned Behavior (Ajzen, 1991), purchase intention is shaped by attitudes, subjective norms, and perceived behavioral control. As environmental awareness continues to grow, consumers increasingly consider sustainability attributes when evaluating products and services. Consequently, green marketing has emerged as a strategic approach for businesses seeking to attract environmentally conscious consumers while simultaneously reducing negative environmental impacts.

Green marketing extends beyond environmental claims and encompasses various dimensions, including

green products, green pricing, green promotion, and green distribution or place strategies. Previous studies have demonstrated that environmentally oriented marketing practices can enhance corporate image, increase consumer trust, and strengthen purchase intention toward sustainable products (Osiako et al., 2022). Nevertheless, the effectiveness of green marketing strategies may depend on consumers' ability to recognize and appreciate environmental attributes embedded within products and services.

In this regard, green knowledge plays a crucial role in shaping consumer responses to sustainability-oriented marketing initiatives. Green knowledge refers to consumers' understanding of environmental issues, environmentally friendly products, and sustainable consumption practices. Consumers possessing higher levels of environmental knowledge are generally more capable of evaluating environmental claims, distinguishing genuine sustainability initiatives from greenwashing practices, and making purchasing decisions consistent with their environmental values (Hengboriboon et al., 2020). Therefore, green knowledge is expected to strengthen consumers' willingness to purchase products and services perceived as environmentally responsible.

Despite the growing body of literature on green marketing and consumer behavior, several research gaps remain. First, many previous studies have examined green marketing as a single construct without simultaneously analyzing its operational dimensions, namely green product, green price, green promotion, and green place. Second, empirical studies investigating the combined effects of green marketing dimensions and green knowledge on purchase intention within the coffee shop industry remain limited. This context is particularly important because coffee consumption is often associated not only with product attributes but also with lifestyle, symbolic value, and experiential consumption. Third, previous findings regarding demographic characteristics, particularly gender, remain inconclusive. While some studies suggest that women tend to exhibit stronger environmental concern than men, others report insignificant differences in environmentally responsible consumption behavior. Consequently, the moderating role of gender in the relationship between green knowledge and purchase intention remains insufficiently understood.

This study addresses these gaps by focusing on Kopi Klotok Yogyakarta, a well-known culinary destination that offers a distinctive consumption experience rooted in traditional Javanese rural culture. Unlike modern urban coffee shops, Kopi Klotok emphasizes traditional food presentation, natural surroundings, local authenticity, and a nostalgic atmosphere. Such characteristics make it an appropriate context for examining green marketing because consumers may evaluate sustainability not only through products but also through environmental ambience, cultural narratives, and symbolic closeness to nature. Therefore, the case of Kopi Klotok provides an opportunity to explore which dimensions of green marketing are most relevant in shaping purchase intention within an experience-based coffee business.

Accordingly, this study aims to examine the effects of green product, green price, green promotion, green

place, and green knowledge on consumers' purchase intention at Kopi Klotok Yogyakarta. Furthermore, the study investigates whether gender moderates the relationship between green knowledge and purchase intention. The findings are expected to contribute to the consumer behavior and green marketing literature by integrating green marketing dimensions, green knowledge, and gender within a single analytical framework. Practically, the study provides insights for coffee shop operators regarding the sustainability-oriented marketing strategies that are most effective in influencing consumer purchase intention.

II. METHOD

This study employed a quantitative approach using an explanatory survey design to examine the effects of green marketing dimensions and green knowledge on consumers' purchase intention at Kopi Klotok Yogyakarta, as well as to investigate the moderating role of gender in the relationship between green knowledge and purchase intention. The explanatory design was selected because it enables the empirical testing of causal relationships among variables through statistical analysis. Primary data were collected through an online questionnaire distributed to consumers who met the predetermined sampling criteria. All measurement items were adapted from established literature and assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

The target population consisted of all consumers of Kopi Klotok Yogyakarta. Since the exact population size was unknown, purposive sampling was employed as a non-probability sampling technique. Respondents were eligible to participate if they had previously purchased products at Kopi Klotok Yogyakarta, were at least 17 years old, and completed the questionnaire in full. These criteria ensured that the collected data reflected the perceptions of consumers with actual experience of the studied coffee shop.

The minimum sample size was determined using G*Power 3.1 with a significance level of 0.05, an effect size of 0.15, a statistical power of 0.95, and seven predictors. The calculation indicated a minimum requirement of 153 respondents. To improve statistical robustness and account for potential invalid responses, the final sample consisted of 178 respondents. This number exceeded the minimum requirement and was therefore considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis.

The independent variables included green product, green place, green price, green promotion, and green knowledge, while purchase intention served as the dependent variable. Gender was incorporated as a moderating variable to examine whether the relationship between green knowledge and purchase intention differed between male and female consumers. Green product refers to consumers' perceptions of environmentally friendly product attributes, green place reflects distribution and accessibility practices that support sustainability, green price represents perceptions of price fairness relative to environmental value, green promotion refers to environmentally oriented marketing communications,

and green knowledge describes consumers' understanding of environmental issues and sustainable consumption practices.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). This method was selected because of its suitability for examining complex relationships among latent constructs, evaluating predictive models, and testing moderating effects. The analysis proceeded in two stages. First, the measurement model (outer model) was evaluated to assess convergent validity, discriminant validity, and construct reliability. Convergent validity was examined using outer loading and Average Variance Extracted (AVE) values, while reliability was assessed through Composite Reliability and Cronbach's Alpha coefficients. Second, the structural model (inner model) was evaluated by examining path coefficients, coefficients of determination (R^2), and hypothesis testing results. The significance of direct effects and moderation effects was assessed using the bootstrapping procedure, which generated t-statistics and p-values for each proposed relationship. Through this procedure, the study determined whether the dimensions of green marketing, green knowledge, and the moderating role of gender significantly influenced consumers' purchase intention toward Kopi Klotok Yogyakarta.

III. RESULTS AND DISCUSSION

A. Results

The research findings are presented through descriptive and inferential analyses based on data collected from 178 consumers of Kopi Klotok Yogyakarta. Prior to evaluating the measurement and structural models, an overview of respondent characteristics was conducted to provide a demographic profile of the sample and to ensure that the respondents adequately represented the target population. The demographic information includes gender, age, and place of residence, which are considered relevant to understanding consumer purchasing behavior and environmental perceptions in the context of green marketing.

1. Respondent Characteristics

The characteristics of the respondents are presented in Table 1. The profile includes information regarding gender, age group, and residence of the respondents who participated in this study.

Table 1. Respondent Characteristics

| Charac teristics | Category | Frequency | (%) |
|------------------|--------------------|-----------|------|
| Gender | Male | 82 | 46.1 |
| | Female | 96 | 53.9 |
| Age | 17–25 years | 71 | 39.9 |
| | 26–35 years | 67 | 37.6 |
| | >35 years | 40 | 22.5 |
| Residence | Yogyakarta | 104 | 58.4 |
| | Outside Yogyakarta | 74 | 41.6 |

Based on Table 1, the study involved 178 consumers of Kopi Klotok Yogyakarta, with female respondents accounting for 53.9% of the sample and male respondents representing 46.1%. This relatively balanced distribution provides an

adequate basis for examining gender differences in consumer responses. In terms of age, respondents were predominantly within the productive age range, with 39.9% aged 17–25 years and 37.6% aged 26–35 years, indicating that Kopi Klotok primarily attracts younger consumers who are generally more exposed to sustainability-related information and contemporary consumption trends. Regarding residence, 58.4% of respondents were residents of Yogyakarta, while 41.6% came from outside the region. This distribution reflects the role of Kopi Klotok not only as a local culinary destination but also as an attraction for visitors from various regions, thereby providing a broader representation of consumer perceptions toward green marketing practices and purchase intention.

2. Descriptive Statistics of Research Variables

Descriptive statistical analysis was conducted to provide an overview of respondents' perceptions regarding the variables examined in this study. The analysis includes the mean and standard deviation values of each construct, which indicate the central tendency and variability of respondents' responses. The results of the descriptive analysis are presented in Table 2.

Table 2. Descriptive Statistics of Research Variables

| Variable | Mean | SD |
|--------------------|------|------|
| Green Product | 4.12 | 0.98 |
| Green Place | 3.89 | 1.05 |
| Green Price | 4.05 | 1.01 |
| Green Promotion | 3.81 | 1.09 |
| Green Knowledge | 4.06 | 1.03 |
| Purchase Intention | 4.09 | 1.01 |

Based on Table 2, all variables recorded mean scores above 3.80, indicating generally positive perceptions among respondents toward the green marketing practices implemented by Kopi Klotok Yogyakarta. The highest mean score was observed for Green Product ($M = 4.12$), suggesting that respondents perceived the products offered by Kopi Klotok as relatively consistent with environmentally friendly principles. This finding indicates that product-related environmental attributes are recognized and appreciated by consumers.

The Purchase Intention variable also showed a relatively high mean value ($M = 4.09$), reflecting a strong tendency among consumers to purchase products from Kopi Klotok. Similarly, Green Knowledge ($M = 4.06$) and Green Price ($M = 4.05$) received favorable evaluations, suggesting that respondents possess adequate environmental awareness and perceive the prices charged as reasonable relative to the environmental value offered.

Among the examined variables, Green Promotion recorded the lowest mean score ($M = 3.81$), followed by Green Place ($M = 3.89$). Although both values remain within the positive category, these results indicate that respondents perceived environmental communication and sustainability-related promotional activities as less prominent compared to other dimensions of green marketing.

The standard deviation values, ranging from 0.98 to 1.09, suggest a moderate level of variation in respondents' perceptions across all constructs.

3. Measurement Model Evaluation (Outer Model)

Prior to testing the structural relationships among variables, the measurement model was evaluated to assess the validity and reliability of the constructs. Convergent validity was examined using outer loading values and Average Variance Extracted (AVE), while construct reliability was assessed through Cronbach's Alpha and Composite Reliability. The results of the measurement model evaluation are presented in Tables 3–5.

Table 3. Outer Loading Values

| Variable | Indicator | Outer Loading |
|--------------------|-----------|---------------|
| Green Product | GP1 | 0.812 |
| | GP2 | 0.845 |
| Green Price | GPR1 | 0.801 |
| | GPR2 | 0.834 |
| Purchase Intention | PI1 | 0.856 |
| | PI2 | 0.879 |

As shown in Table 3, all indicators achieved outer loading values above the recommended threshold of 0.70, ranging from 0.801 to 0.879. These results indicate that all measurement items adequately represent their respective latent constructs and satisfy the requirement for convergent validity.

Table 4. Average Variance Extracted (AVE)

| Variable | AVE |
|--------------------|-------|
| Green Product | 0.654 |
| Green Place | 0.612 |
| Green Price | 0.638 |
| Green Promotion | 0.601 |
| Green Knowledge | 0.667 |
| Purchase Intention | 0.689 |

The AVE values presented in Table 4 range from 0.601 to 0.689, exceeding the recommended threshold of 0.50. These findings confirm that each construct explains more than half of the variance of its indicators, thereby demonstrating satisfactory convergent validity.

Table 5. Construct Reliability

| Variable | Cronbach's Alpha | Composite Reliability |
|--------------------|------------------|-----------------------|
| Green Product | 0.873 | 0.904 |
| Green Place | 0.821 | 0.887 |
| Green Price | 0.858 | 0.901 |
| Green Promotion | 0.836 | 0.892 |
| Green Knowledge | 0.881 | 0.912 |
| Purchase Intention | 0.889 | 0.918 |

Table 5 shows that all constructs achieved Cronbach's Alpha values ranging from 0.821 to 0.889 and Composite Reliability values ranging from 0.887 to 0.918. Since all values exceed the recommended threshold of 0.70, the constructs demonstrate strong internal consistency and reliability. Overall, the results of the outer model evaluation confirm that the measurement instruments used in this study are both valid and

reliable, supporting their suitability for subsequent structural model analysis.

4. Structural Model Evaluation (Inner Model)

The structural model was evaluated by examining the coefficient of determination (R^2) and the significance of the hypothesized relationships among constructs. The R^2 value indicates the model's predictive power in explaining the variance of the dependent variable, while hypothesis testing assesses the significance and direction of the proposed relationships.

Table 6. Coefficient of Determination (R^2)

| Dependent Variable | R^2 |
|--------------------|-------|
| Purchase Intention | 0.621 |

As shown in Table 6, the R^2 value for Purchase Intention is 0.621, indicating that 62.1% of the variance in consumers' purchase intention can be explained by green product, green place, green price, green promotion, green knowledge, and the interaction between gender and green knowledge. This result suggests that the model possesses substantial explanatory power and is adequate for predicting purchase intention in the context of an experience-based coffee shop.

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples. The results are presented in Table 7.

Table 7. Hypothesis Testing Results

| Relationship | (β) | t-Statistic | p-Value | Decision |
|---|-------------|-------------|---------|---------------|
| Green Product → Purchase Intention | 0.214 | 2.986 | 0.003 | Supported |
| Green Place → Purchase Intention | 0.082 | 1.102 | 0.271 | Not Supported |
| Green Price → Purchase Intention | 0.186 | 2.188 | 0.029 | Supported |
| Green Promotion → Purchase Intention | 0.153 | 2.058 | 0.040 | Supported |
| Green Knowledge → Purchase Intention | 0.267 | 3.441 | 0.001 | Supported |
| Gender × Green Knowledge → Purchase Intention | -0.016 | 0.195 | 0.845 | Not Supported |

The bootstrapping results reveal that green product, green price, green promotion, and green knowledge have positive and significant effects on purchase intention. Among these predictors, green knowledge exhibits the largest path coefficient ($\beta = 0.267$), indicating that consumers' environmental understanding plays a particularly important role in shaping their intention to purchase products at Kopi Klotok Yogyakarta. This finding suggests that consumers who possess greater awareness of environmental issues tend to show stronger purchasing intentions toward businesses perceived as environmentally responsible.

Green product also demonstrates a significant positive effect on purchase intention ($\beta = 0.214$), implying that environmentally friendly product attributes are valued by consumers and contribute to favorable purchase decisions. Similarly, green price and green promotion significantly influence purchase intention, indicating that consumers are willing to consider environmental value when evaluating product prices and are responsive to sustainability-oriented promotional messages.

In contrast, green place does not significantly influence purchase intention ($\beta = 0.082$, $p = 0.271$). This finding suggests that accessibility and location-related environmental attributes are not primary considerations in consumers' purchasing decisions within the context of Kopi Klotok Yogyakarta. Given the experiential nature of the business, consumers may place greater emphasis on product quality, environmental values, and overall dining experience than on location-related sustainability aspects.

The moderating effect of gender on the relationship between green knowledge and purchase intention was also found to be insignificant ($\beta = -0.016$, $p = 0.845$). This result indicates that the positive influence of environmental knowledge on purchase intention is relatively consistent across male and female consumers. Therefore, environmental awareness appears to shape purchasing intentions regardless of gender differences, suggesting that sustainability-related marketing strategies can be directed toward consumers broadly rather than tailored specifically by gender.

5. Structural Model Interpretation

The structural model results provide further insight into the determinants of consumers' purchase intention toward Kopi Klotok Yogyakarta. Overall, the model demonstrates satisfactory explanatory and predictive capability, as reflected by the coefficient of determination ($R^2 = 0.621$), indicating that 62.1% of the variance in purchase intention can be explained by the combined effects of green product, green place, green price, green promotion, green knowledge, and the interaction between gender and green knowledge. Furthermore, the model achieved an SRMR value of 0.071, which is below the recommended threshold of 0.08, suggesting an acceptable model fit. The positive f^2 values and Q^2 statistics greater than zero further confirm the predictive relevance of the proposed model.

Among the predictors examined, green knowledge emerged as the strongest determinant of purchase intention. This finding indicates that consumers who possess a greater understanding of environmental issues and sustainable consumption practices are more likely to develop favorable intentions toward purchasing products from environmentally responsible businesses. The result highlights the importance of environmental awareness as a cognitive factor shaping consumer decision-making processes.

The findings also demonstrate that several dimensions of the green marketing mix, namely

green product, green price, and green promotion, significantly contribute to purchase intention. Consumers tend to respond positively to products perceived as environmentally friendly, pricing strategies that reflect environmental value, and promotional activities that communicate sustainability commitments credibly. These results suggest that environmentally oriented marketing strategies can effectively strengthen consumer willingness to purchase.

In contrast, green place was not found to significantly influence purchase intention. This result implies that location-related sustainability attributes are less important than product, price, and promotional considerations in shaping consumers' purchasing decisions. Within the context of Kopi Klotok, consumers may be more strongly attracted by the overall consumption experience, traditional atmosphere, and product-related attributes than by location-based environmental considerations.

The moderating effect analysis revealed that gender does not significantly alter the relationship between green knowledge and purchase intention. This finding suggests that environmental knowledge influences purchasing intentions similarly among male and female consumers. Consequently, sustainability-oriented marketing initiatives can be designed for a broad consumer audience without requiring substantial differentiation based on gender characteristics.

Taken together, the findings support the argument that purchase intention in an experience-based coffee business is primarily driven by consumers' environmental knowledge and by marketing strategies that successfully communicate environmental value. Consistent with the Theory of Planned Behavior (Ajzen, 1991), green product, green price, and green promotion contribute to the formation of positive attitudes, while green knowledge strengthens consumers' cognitive beliefs regarding environmental responsibility. These factors collectively encourage stronger intentions to purchase environmentally friendly products and services.

B. Discussion

1. Green Knowledge as the Primary Driver of Purchase Intention

The results indicate that green knowledge is the strongest predictor of purchase intention among the variables examined. This finding suggests that consumers' environmental awareness and understanding play a critical role in shaping their purchasing decisions. Consumers who possess greater knowledge about environmental issues and sustainable consumption practices tend to evaluate products and services more rationally and are more likely to support businesses perceived as environmentally responsible.

In the context of Kopi Klotok Yogyakarta, consumers with higher levels of environmental knowledge may not only evaluate products based on taste, price, or popularity, but also consider broader environmental implications associated with their consumption choices. Consequently, environmental knowledge functions as a cognitive

mechanism that encourages consumers to align their purchasing behavior with their environmental values.

This finding is consistent with previous studies conducted by Hengboriboon et al. (2020), Saleem et al. (2024), and Clarista et al. (2025), which reported that environmental knowledge positively influences consumers' evaluations of green products and strengthens their purchase intentions. From the perspective of the Theory of Planned Behavior (Ajzen, 1991), green knowledge contributes to the formation of behavioral beliefs regarding the benefits of environmentally responsible consumption, which subsequently foster positive attitudes and stronger purchase intentions. Therefore, environmental education and sustainability awareness campaigns may represent effective strategies for increasing consumer support for environmentally responsible businesses.

2. The Roles of Green Product, Green Price, and Green Promotion in Shaping Purchase Intention

The findings further reveal that green product, green price, and green promotion significantly influence purchase intention. These results indicate that consumers are not only concerned with environmental values but also evaluate how those values are reflected in products, pricing strategies, and marketing communications.

The significant influence of green product suggests that consumers perceive environmentally friendly products as more desirable and trustworthy. In the case of Kopi Klotok Yogyakarta, such perceptions may arise from the use of traditional ingredients, home-style food preparation, and the image of authenticity associated with local culinary culture. These attributes create an impression of naturalness and environmental responsibility, which positively affects consumers' willingness to purchase. This finding supports previous research by Ahmed et al. (2023), Bhardwaj et al. (2020), and Wiguna (2024), which demonstrated that green product attributes serve as important determinants of purchase intention.

Similarly, green price positively influences purchase intention, indicating that consumers are willing to accept prices perceived as fair and consistent with the environmental value offered. Consumers tend to evaluate prices not merely in terms of affordability but also in relation to product quality, sustainability benefits, and overall consumption experience. This result corroborates findings reported by Rainanto et al. (2022) and Ismail and Aldiansyah (2024), who emphasized the importance of perceived price fairness in green purchasing behavior.

Green promotion also contributes significantly to purchase intention. Sustainability-oriented promotional messages can strengthen consumer trust when they are perceived as authentic and supported by actual business practices. However, the effectiveness of green promotion depends heavily on credibility. Promotional messages that exaggerate environmental claims without corresponding actions may generate perceptions of greenwashing and ultimately reduce consumer

trust. Therefore, businesses should ensure that sustainability communications are supported by concrete environmental initiatives. This finding aligns with studies conducted by Liu and Kim (2025) and Alamsyah et al. (2021), which highlighted the importance of credible green communication in influencing consumer behavior.

3. The Insignificant Effect of Green Place in an Experience-Based Coffee Business

Unlike other dimensions of the green marketing mix, green place was not found to significantly influence purchase intention. This finding suggests that location-related sustainability attributes are not primary considerations in consumers' purchasing decisions within the context of Kopi Klotok Yogyakarta.

One possible explanation is that Kopi Klotok operates as an experience-based culinary destination rather than a conventional retail business. Consumers are attracted primarily by the unique atmosphere, traditional village setting, cultural authenticity, and social experiences associated with visiting the establishment. Consequently, the physical location is perceived more as part of the destination's identity and experiential value than as evidence of environmental responsibility.

This finding extends the green marketing literature by demonstrating that the effectiveness of green marketing dimensions is context-dependent. While green place may play a significant role in certain retail environments, its influence appears less relevant in businesses where symbolic, emotional, and experiential values dominate consumer decision-making. Therefore, managers of experience-based culinary businesses may achieve greater impact by prioritizing product quality, environmental education, and sustainability communication rather than focusing exclusively on location-related green attributes.

4. The Non-Significant Moderating Role of Gender

The moderating effect analysis revealed that gender does not significantly influence the relationship between green knowledge and purchase intention. This result indicates that environmental knowledge affects purchasing intentions similarly among male and female consumers.

Although previous studies have reported mixed findings regarding gender differences in environmentally responsible consumption, the present study suggests that environmental awareness functions as a relatively universal determinant of purchase intention. In other words, consumers' responses to environmental knowledge appear to be driven more by cognitive and psychological factors than by demographic characteristics such as gender.

From a practical perspective, this finding implies that sustainability-oriented marketing strategies do not necessarily require differentiated communication for male and female consumers. Instead, businesses may benefit more from designing inclusive environmental education and

promotional campaigns that target consumers broadly. The result also suggests that environmental responsibility has increasingly become a shared social value across demographic groups, particularly among consumers who actively engage with sustainability-related information.

Overall, the findings support the applicability of the Theory of Planned Behavior in explaining environmentally responsible consumption behavior. Green product, green price, and green promotion contribute to the formation of favorable attitudes toward environmentally responsible businesses, while green knowledge strengthens consumers' behavioral beliefs regarding sustainable consumption. Together, these factors encourage stronger purchase intentions, whereas gender differences appear to play a relatively limited role in shaping environmentally oriented purchasing behavior within the context of Kopi Klotok Yogyakarta.

IV. CONCLUSION

This study concludes that consumers' purchase intention toward Kopi Klotok Yogyakarta is primarily influenced by green knowledge, green product, green price, and green promotion, while green place does not significantly affect purchase intention. Among all predictors, green knowledge emerged as the strongest determinant, indicating that consumers' environmental awareness plays a critical role in shaping environmentally responsible purchasing behavior. Furthermore, the moderating effect of gender was found to be insignificant, suggesting that the influence of environmental knowledge on purchase intention is relatively consistent across male and female consumers. These findings support the Theory of Planned Behavior by demonstrating that environmental knowledge strengthens consumers' behavioral beliefs, while green product, green price, and green promotion contribute to the formation of favorable attitudes toward environmentally responsible businesses. Theoretically, this study extends the green marketing literature by highlighting the dominant role of environmental knowledge and the context-dependent nature of green marketing dimensions in an experience-based coffee business. Practically, the results suggest that coffee shop managers should prioritize environmental education, environmentally friendly product development, fair pricing strategies, and credible sustainability communication to strengthen consumers' purchase intention and encourage sustainable consumption behavior.

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