

The Influence of Green Product Attributes, Consumer Characteristics, and Environmental Awareness on Sosoft Detergent Purchase Intention

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Abstract

Increasing environmental concerns have driven demand for eco-friendly products, particularly among young consumers in urban areas like Yogyakarta. This study aims to analyze the influence of green product attributes, personal factors, and environmental awareness on the purchase intention of Sosoft eco-friendly detergent. The research employs a quantitative approach, collecting data through questionnaires from 100 respondents aged 17 to 31 years, selected using purposive sampling to target individuals familiar with Sosoft and active on social media platforms. Data analysis includes descriptive statistics, multiple linear regression, and diagnostic tests for validity, reliability, normality, multicollinearity, and heteroscedasticity. Findings reveal that green product attributes and environmental awareness significantly influence purchase intention, explaining 34.1% of its variance. In contrast, personal factors, such as income and lifestyle, show no significant effect, likely due to economic constraints among young consumers. The results highlight the importance of promoting eco-friendly features and environmental awareness through social media to boost Sosoft's appeal. Future research should explore additional factors, such as price sensitivity, and expand the sample beyond Yogyakarta to further enhance the understanding of green product adoption.

Keywords

Consumer Behavior, Environmental Awareness, Green Product Attributes, Personal Factors, Purchase Intention.

1. Introduction

Public awareness of environmental issues has increased significantly in recent years, particularly among younger generations who are becoming increasingly mindful of the impact of their consumption on the environment. This shift influences consumption patterns, including the choice of eco-friendly products (green products) such as detergents. Conventional detergents are often linked to environmental pollution due to chemicals like phosphates and surfactants that can contaminate water and soil. In Yogyakarta, a city renowned for its cultural awareness and high educational standards, the demand for eco-friendly products is increasing, driven by the growing adoption of sustainable lifestyles among students and urban communities (Adwimurti et al., 2023). Therefore, the introduction of eco-friendly detergents is a crucial solution to mitigate the environmental impact of household products. Manufacturers like PT WINGS have responded to this trend by launching “Sosoft,” a plant-based concentrated liquid detergent free from chlorine and parabens. Sosoft utilizes natural active ingredients and recyclable packaging, making it an appealing choice for environmentally conscious consumers (Wandosell et al., 2021). This product is claimed to be safer for the environment due to its sustainable production process and biodegradable materials.

Purchase intention is defined as a consumer’s tendency to choose eco-friendly products over conventional ones (Karunarathna, 2020; Zhuang et al., 2021; Kim & Lee, 2023). This intention is influenced by various factors, including green product attributes, personal factors, and environmental awareness (Costa et al., 2021; Bahaiyan, 2024; Kumar & Ghodeswar, 2015). Green product attributes, such as recyclable packaging, eco-friendly materials, and environmental certifications, are considered to enhance a product’s appeal (Jakaria et al., 2024; Vilaningrum, 2024). However, some studies show inconsistent findings. According to Sun et al. (2022), green product attributes do not significantly impact purchase intention if consumers are unaware of the environmental benefits associated with them. Similarly, Pane and Sari (2022) found that environmental awareness does not consistently drive purchase intention, especially when green products are priced higher. These inconsistencies highlight a research gap that warrants further exploration, especially in the context of detergent products in Indonesia (Nurapni et al., 2024). Moreover, personal factors such as lifestyle and income appear to have varying effects. According to Rachmawati et al. (2020), personal factors like education and motivation do not always influence green product purchase intention, particularly among consumers with lower incomes. This suggests the need for further research to understand these dynamics in a local market, such as Yogyakarta.

This study aims to analyze the influence of green product attributes, personal factors, and environmental awareness on the purchase intention of Sosoft eco-friendly detergent products in Yogyakarta. Focusing on consumers aged 17–31 years who are active on social media, this research seeks to address the research gap by exploring how these factors interact within Yogyakarta’s unique cultural and

demographic context. The study is relevant because Yogyakarta's growing environmental awareness, fueled by social media campaigns and environmental education, may shape consumer preferences for products like Sosoft. Furthermore, this research will provide practical insights for PT WINGS to design more effective marketing strategies to boost sales of eco-friendly detergents. By understanding the factors driving purchase intention, this study contributes to the development of the green product market in Indonesia.

2. Literature Review

2.1. Green Product Attributes and Purchase Intention

Green products are designed to minimize environmental harm, emphasizing the use of sustainable materials, production processes, and packaging that appeal to eco-conscious consumers. According to Joshi and Rahman (2015), attributes such as energy efficiency, biodegradability, and low-emission production significantly influence consumer purchasing decisions. Liang et al. (2024) argue that eco-labels and recyclable packaging enhance consumer trust, thereby increasing purchase intention for green products, such as detergents. For example, Song et al. (2019) and Abbada et al. (2025) found that eco-labels on household products increase purchase intention by signaling environmental benefits, particularly among young consumers. These attributes align with the growing demand for sustainability in urban markets, such as Yogyakarta, where environmental awareness is on the rise.

However, the impact of green product attributes is not always consistent across studies. Nurapni et al. (2024) note that attributes may have a limited effect if consumers prioritize cost or convenience over sustainability, as seen in some Indonesian markets. Bozza et al. (2022) identify key indicators, such as the absence of harmful chemicals and green certifications. Similarly, Wandosell et al. (2021) emphasize that sustainable packaging has a positive influence on consumer perceptions. In Yogyakarta, social media campaigns highlighting these attributes can amplify their appeal to young consumers.

H1: Green Product Attributes have a positive and significant effect on Purchase Intention.

2.2. Personal Factors Influencing Purchase Intention

Personal factors, such as age, education, lifestyle, and income, play a crucial role in shaping consumer behavior toward green products (Hoyer et al., 2017; Elysha et al., 2025). According to Yadav and Pathak (2016) and Nguyen et al. (2016), consumers with eco-friendly lifestyles are more likely to purchase green products, driven by personal values and environmental concerns. Maichum et al. (2016) highlight that higher education levels increase awareness of environmental issues, thus enhancing purchase intention. In Yogyakarta, where many consumers are

students, these factors may be particularly influential, as noted by Sinulingga et al. (2023), who suggest that urban lifestyles amplify preferences for sustainable products, such as Sosoft.

Despite their importance, personal factors do not always guarantee increased purchase intention. Rachmawati et al. (2020) found that income constraints can weaken the influence of personal factors, particularly for non-essential products such as green detergents. Chekima et al. (2016) and Hapsari et al. (2025) identify age and personal environmental awareness as key indicators, but Haryanto (2014) notes that younger consumers may prioritize affordability over green attributes. Kumar and Ghodeswar (2015) suggest that motivation to adopt green lifestyles varies across demographics. In Yogyakarta, social media engagement may bridge this gap by reinforcing personal values.

H2: Personal Factors have a positive and significant effect on Purchase Intention.

2.3. Environmental Awareness and Its Role in Purchase Intention

Environmental awareness reflects consumers' understanding of ecological issues and their commitment to sustainable practices (Sun et al., 2018; Song et al., 2020). According to Maniatis (2016), individuals with high environmental awareness are more inclined to choose green products to reduce environmental harm. Wijekoon and Sabri (2021) argue that awareness of pollution, such as water contamination from detergents, drives purchase intention for eco-friendly alternatives. Mawardi et al. (2022) found that millennials in urban areas, such as those in Yogyakarta, are exceptionally responsive to environmental campaigns, which increases their preference for products like Sosoft. This awareness is often shaped by media exposure and personal experiences of environmental degradation.

However, environmental awareness does not always translate into purchase behavior. Pane and Sari (2022) note that high awareness may not lead to action if green products are less accessible or more expensive. Susanto and Alhsani (2023) emphasize that environmental education and social values are critical indicators in fostering awareness. Utama and Komara (2021) and Zameer and Yasmeen (2022) note that green innovation, such as Sosoft's biodegradable formula, enhances consumer intent when combined with awareness campaigns. In Yogyakarta, social media amplifies these efforts, making environmental awareness a key driver.

H3: Environmental Awareness has a positive and significant effect on Purchase Intention.

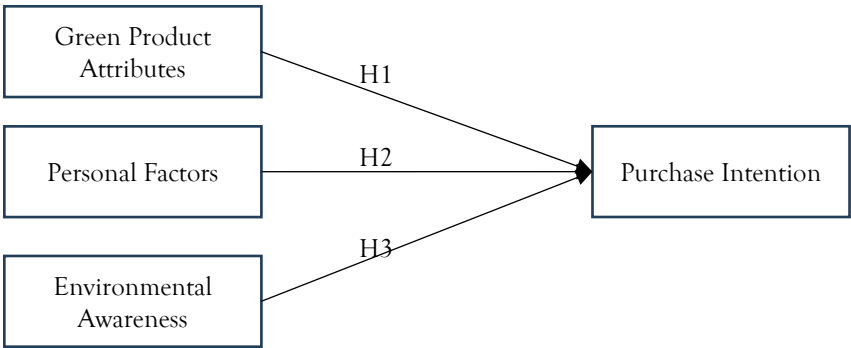


Figure 1. Research Framework

The research framework integrates green product attributes, personal factors, and environmental awareness as independent variables influencing the purchase intention of Sosoft detergent in Yogyakarta. As depicted in Figure 1, these variables interact to shape consumer behavior, with social media playing a mediating role in amplifying awareness (Susanto & Alhsani, 2023; Zameer & Yasmeen, 2022). This framework is grounded in the theory of planned behavior, which has been extended to include environmental factors (Maichum et al., 2016; Kumar & Ghodeswar, 2015). Figure 1 illustrates the hypothesized relationships that guide the study’s quantitative analysis.

3. Methods

This research employs a quantitative approach to investigate the impact of green product attributes, personal factors, and environmental awareness on the purchase intention of Sosoft’s eco-friendly detergent in Yogyakarta. Quantitative research is suitable for observing specific populations and samples, collecting data through structured instruments, and analyzing results statistically to test hypotheses (Sugiyono, 2019). The study utilizes primary data collected through questionnaires distributed to respondents, as well as secondary data from academic journals and industry reports, to support the theoretical framework. The population consists of Yogyakarta residents who are aware of Sosoft detergent, considered infinite due to the unknown total number of individuals who are aware of it. This research employs purposive sampling, targeting 100 respondents aged 17–31 years who are active on social media platforms like Instagram, TikTok, and Facebook and have encountered Sosoft through advertisements or product information.

The purposive sampling technique was chosen to ensure respondents meet specific criteria aligned with the research objectives, such as familiarity with Sosoft and engagement with digital media, which are critical for understanding green product purchase behavior. The sample represents a subset of the population, systematically selected to reflect characteristics that allow generalized conclusions (Sugiyono, 2019). The questionnaire was developed based on indicators from prior

studies, comprising 17 items measured on a 5-point Likert scale, covering green product attributes (5 items), personal factors (4 items), environmental awareness (4 items), and purchase intention (4 items). Data analysis involves descriptive statistics to summarize respondent characteristics, multiple linear regression to test the relationships between variables, and diagnostic tests such as validity, reliability, normality, multicollinearity, and heteroscedasticity to ensure the robustness of the model. These methods enable a comprehensive examination of how green product attributes, personal factors, and environmental awareness influence the purchase intention of Sosoft detergent among young consumers in Yogyakarta.

4. Results

Based on Table 1, the variable questionnaire used in this study has a calculated r value greater than the significance value of 0.165 ($p < .$). It can be concluded that all questionnaire items are declared valid and suitable for use.

Based on Table 2, it can be concluded that all the variables used in this study have obtained Cronbach's alpha value greater than 0.70. Thus, it can be said that all instruments are considered reliable, making them suitable for use.

Table 1. Validity Test

Variable	Indicator	r count	r table	Significant (p)	Description
Green Product Attributes	X1.1	0.681	0.165	0.000	Valid
	X1.2	0.736	0.165	0.000	Valid
	X1.3	0.777	0.165	0.003	Valid
	X1.4	0.626	0.165	0.003	Valid
	X1.5	0.772	0.165	0.003	Valid
Personal Factors	X2.1	0.679	0.165	0.000	Valid
	X2.2	0.748	0.165	0.014	Valid
	X2.3	0.753	0.165	0.003	Valid
	X2.4	0.746	0.165	0.000	Valid
Environmental Awareness	X3.1	0.730	0.165	0.000	Valid
	X3.2	0.795	0.165	0.000	Valid
	X3.3	0.818	0.165	0.000	Valid
	X3.4	0.710	0.165	0.000	Valid
Purchase Intention	Y1.1	0.834	0.165	0.000	Valid
	Y1.2	0.795	0.165	0.000	Valid
	Y1.3	0.847	0.165	0.015	Valid
	Y1.4	0.843	0.165	0.000	Valid

Table 2. Reliability Test

Variable	Cronbach Alpha	Critical Value	Description
Green Product Attributes	0.766	0.70	Reliable
Personal Factors	0.711	0.70	Reliable
Environmental Awareness	0.750	0.70	Reliable
Purchase Intention	0.849	0.70	Reliable

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.14728624
Most Extreme Differences	Absolute	0.161
	Positive	0.104
	Negative	0.161
Test Statistic		0.161
Asymp. Sig. (2-tailed)		0.100 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 3, the results of the normality test, using the one-sample Kolmogorov-Smirnov test, are presented for Asympt. The Sig (2-tailed) obtained is 0.100, which indicates that $p > 0.05$, suggesting that the data in this study are typically distributed.

Table 4. Multicollinearity Test Results

Coefficients ^a								
Model		Unstd.Coeff		Std.Coeff	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
(Constant)		3.232	1.953		1.655	0.101		
Green Product Attributes		0.381	0.098	0.409	3.891	0.000	0.601	1.663
Personal Factors		0.101	0.155	0.081	0.653	0.515	0.435	2.301
Environmental Awareness		0.422	0.140	0.345	3.021	0.003	0.511	1.957
a. Dependent Variable: Green Product Purchase Intention (Y)								

Based on Table 4, all independent variables obtained VIF results less than 10 and tolerance values greater than 0.10. Thus, it can be concluded that there is no

correlation between the independent variables, which means that there is no multicollinearity in the study.

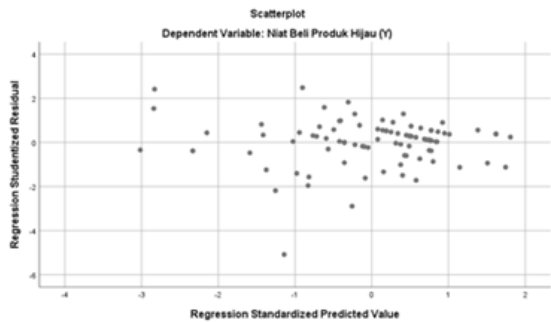


Figure 2. Scatterplot Diagram

Based on Figure 2, the Scatterplot for the Heteroscedasticity Test, the data points are randomly scattered along the Y-axis, both above and below the zero line, without forming patterns such as waves or funnels. This observation confirms the absence of heteroscedasticity in the regression model. Figure 1 illustrates a consistent variance of residuals, ensuring that the regression results are reliable for predicting purchase intention. The lack of heteroscedasticity supports the model’s suitability for analyzing consumer behavior toward Sosoft, reinforcing the validity of the findings across different levels of the independent variables.

Table 5. Multiple Linear Regression Analysis Results

Coefficients ^a							
Model	Unstd. Coeff		Std.Coeff	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.232	1.953		1.655	0.101		
Green Product Attributes	0.381	0.098	0.409	3.891	0.000	0.601	1.663
Personal Factors	0.101	0.155	0.081	0.653	0.515	0.435	2.301
Environmental Awareness	0.422	0.140	0.345	3.021	0.003	0.511	1.957

a. Dependent Variable: Green Product Purchase Intention

Based on Table 5, Multiple Linear Regression Analysis Results, the regression equation is $Y = 3.232 + 0.381X_1 - 0.101X_2 + 0.422X_3 + e$. The constant of 3.232 suggests that without the influence of green product attributes (X_1), consumer characteristics (X_2), or environmental awareness (X_3), purchase intention remains at 3.232 units. The coefficient for green product attributes (0.381) indicates that a one-unit increase in green product attributes boosts purchase intention by 0.381 units. The negative coefficient for consumer characteristics (-0.101), as shown in Table 5,

suggests a minimal or inverse effect, implying that factors such as income or lifestyle may not strongly influence Sosoft purchases. The coefficient for environmental awareness (0.422) indicates that a one-unit increase in environmental awareness raises purchase intention by 0.422 units. These coefficients highlight the dominant roles of green product attributes and environmental awareness, as shown in Table 5, which provides a clear framework for understanding their impact.

Table 6. Partial Test Results (t-Test)

Model	t count	Significance	Conclusion
Green Product Attributes→Purchase Intention	3,891	0,000 (p < 0,05)	H1 accepted
Personal Factors→Purchase Intention	-0,653	0,515 (p > 0,05)	H2 rejected
Environmental Awareness→Purchase Intention	3,021	0,003 (p < 0,05)	H3 accepted

Based on Table 6, Partial Test Results (t-Test), the hypothesis testing yields the following outcomes. For H1, green product attributes have a t-value of 3.891 and a significance of 0.000 (less than 0.05), rejecting the null hypothesis and confirming a positive and significant effect on purchase intention. For H2, consumer characteristics have a t-value of -0.653 and a significance of 0.515 (greater than 0.05), indicating no significant effect. For H3, environmental awareness has a t-value of 3.021 and a significance of 0.003 (less than 0.05), confirming a positive and significant effect. These results, as presented in Table 6, underscore that green product attributes and environmental awareness are key drivers of Sosoft’s purchase intention, while consumer characteristics, such as income, appear less influential. This non-significant effect of consumer characteristics suggests that economic constraints may limit their role in the adoption of green products.

The non-significant effect of consumer characteristics, as shown in Table 6, requires deeper analysis. Descriptive statistics reveal that income, a key indicator of consumer characteristics, received the lowest ratings among respondents, suggesting that economic constraints among young, often student-based respondents, limit the influence of factors like lifestyle or education. This aligns with the negative regression coefficient (-0.101) in Table 5, indicating that higher income or education does not necessarily increase Sosoft’s purchase intention. The significant effects of green product attributes and environmental awareness, with high t-values (3.891 and 3.021, respectively), emphasize the appeal of Sosoft’s eco-friendly features and the role of environmental consciousness in driving purchase decisions. These findings suggest that young consumers prioritize sustainability over personal factors when considering green detergents.

Table 7. Test Results of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.601 ^a	0.361	0.341	2.181
a. Predictors: (Constant), Environmental Awareness (X3), Green Product Attributes (X1), Personal Factors (X2)				
b. Dependent Variable: Green Product Purchase Intention (Y)				

Table 7, the results of the coefficient of determination test obtained by the Adjusted R Square value of 0.341, which means that 34.1% of purchasing intentions are influenced by the variables of green product attributes, personal factors, and environmental awareness, while other variables outside the model influence the remaining 65.9% under study. Table 7 indicates moderate explanatory power, suggesting that additional variables, such as price sensitivity or brand image, could further explain consumer behavior toward Sosoft.

5. Discussion

The results of this study confirm that green product attributes significantly influence the purchase intention of Sosoft eco-friendly detergent in Yogyakarta, as evidenced by a t-value of 3.891 and a significance level of 0.000 ($p < 0.05$), as shown in Table 6. These findings suggest that consumers value attributes such as recyclable packaging, biodegradable materials, and deep clean technology that saves water and electricity. According to Xu et al. (2019) and Lengkong et al. (2024), green product attributes enhance purchase intention by aligning with consumers' sustainability preferences. In Yogyakarta, a city with a growing eco-conscious student population, Sosoft's use of natural ingredients and sustainable packaging resonates strongly, as supported by Wandosell et al. (2021), who emphasize the appeal of eco-friendly packaging. This technology not only supports an environmentally friendly lifestyle but also attracts young consumers who prioritize resource efficiency in their household choices. These results are consistent with Liang et al. (2024), reinforcing that green attributes are a key driver of purchase intention for eco-friendly detergents.

The non-significant effect of personal factors on purchase intention, with a t-value of -0.653 and a p-value of 0.515 ($p > 0.05$) in Table 6, indicates that individual characteristics such as income, education, or lifestyle do not strongly influence the decision to purchase Sosoft. According to Rachmawati et al. (2020), income constraints often limit the impact of personal factors on green product purchases, particularly for non-essential items like eco-friendly detergents. Descriptive analysis reveals that income was rated lowest among personal factors, suggesting that Yogyakarta's young consumers, many of whom are students with limited budgets, may prioritize affordability over green attributes, as noted by Haryanto (2014). This finding aligns with Ali et al. (2019), who argue that personal factors are less

influential when economic barriers are significant. In the context of Yogyakarta, where students dominate the demographic, the lack of disposable income may explain why personal factors do not drive purchase intention, despite high educational levels.

Environmental awareness has a positive and significant effect on purchase intention, as indicated by a t-value of 3.021 and a significance level of 0.003 ($p < 0.05$), as shown in Table 6. According to Sun et al. (2022), consumers with high environmental awareness are more likely to choose green products to reduce ecological harm. Moyo and Masuku (2018) highlight that awareness of household waste and pollution, such as water contamination from detergents, drives preference for eco-friendly options like Sosoft. In Yogyakarta, social media campaigns and environmental education programs amplify this awareness, encouraging young consumers to view green purchases as a social responsibility, as supported by Susanto and Alhsani (2023). These findings are consistent with Krisdayanti and Widodo (2022), who emphasize the role of environmental campaigns in urban settings. The high environmental awareness among Yogyakarta's youth likely strengthens their intention to purchase Sosoft, reflecting a growing commitment to sustainability.

The findings offer practical implications for PT WINGS and similar companies. To boost Sosoft's purchase intention, marketing strategies should emphasize its green attributes, such as biodegradable formulas and water-saving technology, through targeted social media campaigns on platforms like Instagram and TikTok, which are popular among the youth in Yogyakarta (Zameer & Yasmeen, 2022). Offering promotions or affordable pricing could address income barriers, making Sosoft more accessible to students (Kumar & Ghodeswar, 2015). Additionally, partnering with local environmental organizations to promote sustainability workshops can further enhance consumer awareness, aligning with Yogyakarta's eco-conscious culture (Adwimurti et al., 2023). These strategies can strengthen Sosoft's market position in Indonesia's green product sector.

6. Conclusion

This study confirms that green product attributes and environmental awareness have a significant influence on the purchase intention of Sosoft eco-friendly detergent among young consumers in Yogyakarta. At the same time, personal factors do not have a significant effect. The substantial impact of green attributes, such as biodegradable materials and water-saving technology, highlights their appeal to environmentally conscious consumers. Similarly, high environmental awareness, driven by social media campaigns and education, motivates young consumers to choose sustainable products like Sosoft, reflecting Yogyakarta's growing eco-conscious culture. These findings contribute to understanding consumer behavior toward green products, particularly in urban settings with strong environmental values.

The results offer practical implications for PT WINGS to enhance Sosoft's market position by emphasizing its eco-friendly features and targeting social media-active youth through engaging campaigns on platforms like Instagram and TikTok. Affordable pricing or promotions could address income barriers, making Sosoft more accessible to students. These strategies can strengthen consumer interest and drive sales in Yogyakarta's competitive market. For future research, exploring additional factors such as price sensitivity, brand image, or green trust could explain the remaining 65.9% variance in purchase intention. Expanding the sample size beyond Yogyakarta or including diverse consumer segments may provide broader insights into green detergent adoption.

This study is limited by its focus on Yogyakarta, which restricts the generalizability of its findings to other regions with different demographic and cultural characteristics. The sample size of 100 respondents, while sufficient for statistical analysis, may not fully represent the diverse consumer base aware of Sosoft detergent. The moderate Adjusted R^2 value of 34.1% indicates that 65.9% of the variance in purchase intention is influenced by unexamined factors, such as price sensitivity, brand image, or green trust, which could provide deeper insights if included. For future research, exploring these factors by incorporating a larger and more diverse sample across multiple Indonesian cities, and examining the role of social media advertising in shaping purchase intentions, could enhance the understanding of consumer behavior toward eco-friendly detergents.

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