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GREEN MARKETING AND ECO-PACKAGING ORIENTATION TOWARDS SUSTAINABLE DEVELOPMENT GOALS: AN EMPIRICAL STUDY OF ORGANIC FOOD CONSUMERS IN BANDUNG CITY

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ABSTRACT

This study examines the impact of green marketing orientation and eco-packaging on sustainable consumption behavior among organic food consumers in Bandung. The research investigates six dimensions of green marketing orientation (green product orientation, green promotion orientation, and green ethical commitment) and three dimensions of eco-packaging (material sustainability, packaging functionality, and environmental information on packaging). Data were collected from 120 respondents who had purchased organic food products using a structured questionnaire. Multiple linear regression analysis was conducted to test the proposed hypotheses. The results reveal that green product orientation, green promotion orientation, green ethical commitment, material sustainability, and environmental information on packaging significantly influence sustainable consumption behavior. However, packaging functionality did not show a significant effect. These findings highlight the importance of product-related sustainability attributes, ethical communication, and eco-friendly packaging in influencing consumer behavior. The study contributes to the literature by providing empirical evidence from an Indonesian urban context and offers insights for businesses to enhance their sustainability strategies.

Keywords: *Green marketing, eco-packaging, sustainable consumption, organic food, consumer behaviors*

INTRODUCTION

Environmental concerns have become a global priority in recent years, with climate change, pollution, and the degradation of natural ecosystems posing significant threats to the planet's sustainability. In response to these challenges, businesses are increasingly adopting green practices that promote sustainability, and one such approach is green marketing. Green marketing involves the promotion of products or services that are environmentally friendly and contribute positively to the environment

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(Peattie & Crane, 2020). One key aspect of this approach is eco-packaging, which refers to the use of sustainable packaging materials that are recyclable, biodegradable, or made from renewable resources (Rahman et al., 2020).

The growing demand for environmentally responsible products aligns with the objectives of Sustainable Development Goal (SDG) 12, which focuses on promoting sustainable consumption and production patterns. SDG 12 encourages both businesses and consumers to adopt practices that reduce waste, conserve resources, and lower environmental impact (United Nations, 2020). As environmental awareness rises, there is a notable shift in consumer behavior, particularly in urban areas, towards products that are perceived as sustainable. This shift is evident in sectors such as food, where organic products are gaining popularity due to their environmental and health benefits (Rahayu et al., 2021).

The organic food industry has been particularly influenced by the growing demand for environmentally friendly products. Organic food is perceived as healthier and more sustainable, as it is produced without harmful chemicals and with fewer negative impacts on the environment. In Indonesia, cities like Bandung have witnessed a significant rise in the consumption of organic food products, driven by a growing awareness of environmental issues and a desire for healthier lifestyles (Rahayu et al., 2021). However, despite the increasing popularity of organic food, challenges remain in persuading consumers to consistently choose these products over conventional alternatives.

One of the key factors influencing consumer decisions is the packaging of products. Eco-packaging has become an essential consideration for consumers who are concerned about reducing their environmental footprint. Studies show that consumers are more likely to choose products with eco-friendly packaging, especially when these products align with their values of sustainability (Andriani et al., 2022). As such, the role of eco-packaging in influencing consumer purchasing decisions is an area that warrants further exploration, particularly in the context of organic food products.

Although numerous studies have explored the concept of green marketing and its impact on consumer behavior, there is limited research on the specific relationship between eco-packaging and consumer choices in the organic food sector, especially in the Indonesian context. Most studies have focused on other consumer goods sectors, leaving a gap in understanding how these concepts apply to food products in Indonesia, a market characterized by diverse consumer preferences and growing environmental consciousness. Moreover, while there is research on the impact of sustainable packaging in other countries, the specific dynamics of how eco-packaging influences organic food consumption in Indonesia, particularly in cities like Bandung, remains underexplored.

In the Indonesian context, previous studies have primarily concentrated on the consumer behavior toward organic products in general, but little attention has been paid to the role of packaging in shaping these behaviors. This gap in research presents an opportunity to further investigate how the use of eco-packaging can enhance consumer preference for organic food products in urban areas like Bandung. Given the increasing awareness of environmental issues among Indonesian consumers, understanding the

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relationship between green marketing, eco-packaging, and consumer behavior in this context is crucial for businesses aiming to appeal to this environmentally conscious demographic.

This study aims to fill this research gap by exploring how green marketing and the use of eco-packaging influence consumer decisions regarding organic food in Bandung. By focusing on the organic food sector and analyzing consumer responses to sustainable packaging, this research will provide valuable insights into the potential of eco-packaging as a tool for promoting sustainable consumption patterns in Indonesia. The findings will be significant not only for organic food producers but also for policymakers and stakeholders in the food industry looking to support the achievement of SDG 12 in Indonesia.

Literature Review

Green Marketing Orientation

Green Product Orientation

Green product orientation refers to a firm's commitment to designing and offering products that minimize environmental harm throughout their lifecycle. This includes the use of environmentally friendly materials, sustainable production processes, and reduced ecological impact. Previous studies indicate that consumers increasingly evaluate products not only based on functional benefits but also on their environmental footprint, especially in the food sector where sustainability is closely linked to health and safety perceptions (Dangelico & Vocalelli, 2020).

In the context of organic food, green product orientation strengthens consumers' belief that sustainability is embedded in the core product rather than being merely a marketing message. When consumers perceive that organic products are genuinely designed with environmental considerations, they are more likely to align their purchasing behavior with sustainable consumption values.

Green Promotion Orientation

Green promotion orientation reflects how firms communicate environmental values through honest, transparent, and responsible marketing messages. Effective green promotion avoids exaggerated claims and focuses on educating consumers about environmental benefits. According to Kumar et al. (2021), transparent green communication enhances consumer trust and reduces skepticism toward sustainability claims.

In urban markets, green promotion plays a crucial role in shaping consumer awareness and attitudes. Consumers who are frequently exposed to credible green messages tend to develop stronger intentions to support environmentally responsible brands, including organic food products.

Green Ethical Commitment

Green ethical commitment refers to consumers' perceptions of a firm's genuine moral responsibility toward environmental protection. This dimension emphasizes long-term commitment rather than short-term promotional tactics. Ethical commitment is often reflected through consistency between corporate values, marketing practices,

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and actual environmental actions (Peattie & Crane, 2020).When consumers perceive strong ethical commitment, they are more likely to trust the brand and engage in sustainable consumption behavior. This dimension is particularly important in preventing perceptions of greenwashing, which can undermine consumer confidence in green marketing efforts.

Eco-Packaging

Material Sustainability

Material sustainability refers to the extent to which packaging materials are recyclable, biodegradable, or derived from renewable resources. Sustainable packaging materials directly address environmental concerns related to plastic waste and resource depletion. Research shows that consumers increasingly consider packaging material as a critical factor in evaluating product sustainability (Magnier et al., 2021). For organic food products, material sustainability reinforces the perception that environmental responsibility extends beyond the product itself to its packaging, thereby strengthening sustainable consumption behavior.

Packaging Functionality

Packaging functionality relates to the effectiveness of packaging in protecting the product, maintaining quality, and ensuring convenience without excessive material use. Functional eco-packaging demonstrates that sustainability does not compromise product usability. Consumers tend to favor packaging solutions that balance environmental friendliness with practical benefits (Rahman et al., 2020). Well designed functional packaging can therefore enhance consumer satisfaction and support sustainable purchasing decisions.

Environmental Information on Packaging

Environmental information on packaging includes eco-labels, recycling symbols, and sustainability claims that inform consumers about environmental attributes. Such information helps consumers make informed decisions and reduces uncertainty regarding product sustainability (Testa et al., 2021). Clear and credible environmental information strengthens consumers' confidence in organic food products and encourages responsible consumption behavior.

Sustainable Consumption Behavior

Sustainable consumption behavior refers to consumers' actions that prioritize environmental and social responsibility, including choosing organic products, reducing waste, and supporting sustainable brands. This behavior aligns closely with Sustainable Development Goal 12 on responsible consumption and production (United Nations, 2020). In urban contexts such as Bandung, sustainable consumption behavior is increasingly shaped by lifestyle trends, environmental awareness, and marketing signals that reinforce sustainability values.

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Relationship between Green Marketing Orientation, Eco-Packaging, and Sustainable Consumption Behavior

Green marketing orientation and eco-packaging are complementary factors in shaping sustainable consumption behavior. Green marketing provides the narrative and value framework, while eco-packaging offers tangible proof of environmental commitment. When these two elements are aligned, consumers are more likely to perceive consistency and authenticity, which strengthens their intention to engage in sustainable consumption (Kumar et al., 2021).

Previous research demonstrates that marketing strategies emphasizing environmental responsibility are more effective when supported by concrete product attributes, such as sustainable packaging. This alignment reduces consumer skepticism and increases trust, which ultimately encourages environmentally responsible purchasing behavior (Magnier et al., 2021). However, empirical studies that simultaneously examine these relationships within the organic food sector in Indonesia remain scarce, highlighting the relevance of the present study.

Based on the theoretical framework and findings from previous studies, the following research framework can be proposed:

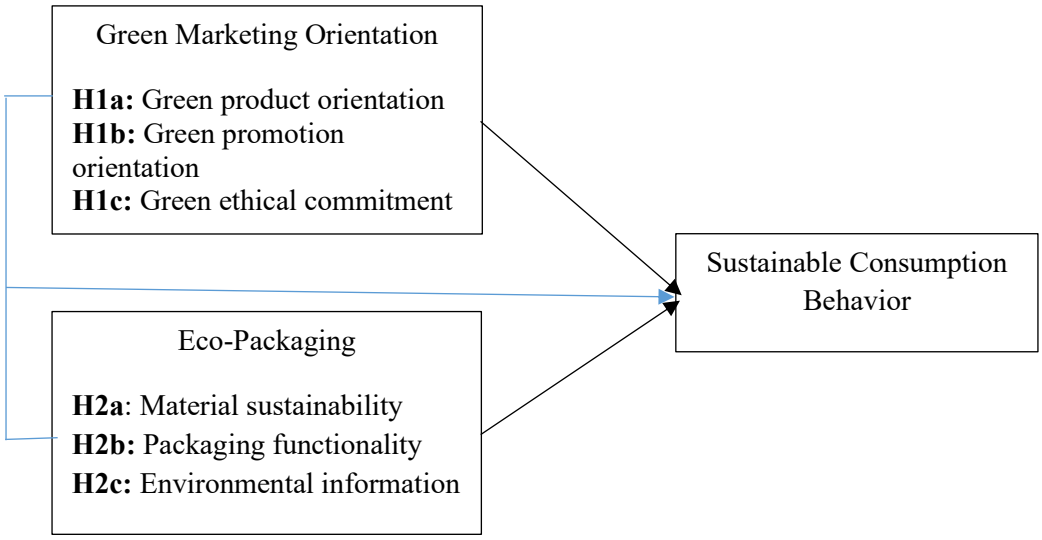

Figure 1. Research Framework

H1a: Green product orientation has a significant effect on sustainable consumption behavior.
H1b: Green promotion orientation has a significant effect on sustainable consumption behavior.
H1c: Green ethical commitment has a significant effect on sustainable consumption behavior.
H2a: Material sustainability has a significant effect on sustainable consumption behavior.
H2b: Packaging functionality has a significant effect on sustainable consumption behavior.

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H2c: Environmental information on packaging has a significant effect on sustainable consumption behavior.
H3: Green marketing orientation dimensions and eco-packaging dimensions simultaneously have a significant effect on sustainable consumption behavior.

METHODS

This study employs a quantitative research design with an explanatory approach to examine the influence of green marketing orientation and eco-packaging on consumer behavior in the context of organic food consumption. The quantitative approach is appropriate for testing relationships between variables and for providing empirical evidence to support theoretical assumptions related to sustainable consumption and marketing practices. The research was conducted in Bandung City, Indonesia.. Bandung was selected as the research setting due to its active organic food market, the presence of eco-conscious consumers, and its relevance as a representative urban context for sustainable consumption behavior in Indonesia. The object of this study is consumers of organic food products, particularly those who have experience purchasing organic food packaged using environmentally friendly materials. The population of this study consists of organic food consumers in Bandung City. Since the exact number of organic food consumers is not clearly defined, a non-probability sampling method was applied. Specifically, purposive sampling was used to ensure that respondents met predefined criteria relevant to the research objectives.The criteria for respondents were as follows: Individuals aged 18 years or older, Have purchased organic food products at least once in the last six months and have prior awareness or experience with environmentally friendly or sustainable packaging. A total of 120 respondents were collected, which meets the minimum sample size requirement for structural equation modeling analysis (Hair et al., 2021) and data were analyzed using SPSS.

RESULTS AND DISCUSSION

Normality Test Result

Validity and reliability tests indicate that all measurement instruments are both valid and reliable. Normality was assessed using SPSS version 29 to ensure that the data met the assumptions required for parametric analysis. The normality test examines whether the regression residuals follow a normal distribution, which is a key requirement for multiple linear regression analysis. This study employed the Kolmogorov–Smirnov test, as recommended in previous methodological research (Setya Budi et al., 2024). The results show that the standardized residuals form a bell-shaped distribution, indicating that the data are normally distributed. Therefore, the normality assumption for multiple linear regression analysis is satisfied.

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Tabel 4.1 Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.77105188
Most Extreme Differences	Absolute	.046
	Positive	.046
	Negative	-.034
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200[c,d]

Source:SPSS Data Processing Results 29, 2025

The normality of the regression residuals was examined using the One-Sample Kolmogorov–Smirnov test. The results show a Kolmogorov–Smirnov Z value of 0.046 with a significance level (Asymp. Sig. 2-tailed) of 0.200. Since the significance value is greater than 0.05, the residuals are normally distributed. Therefore, the normality assumption required for multiple linear regression analysis is satisfied.

Multicollinearity Test Results

Multicollinearity testing is conducted to ensure that independent variables in the regression model are not highly correlated with one another. Multicollinearity occurs when two or more independent variables exhibit a strong linear relationship, which can distort regression estimates. When the independent variables do not show such correlations, the model can be considered free from multicollinearity issues (Ghozali, 2016).

Tabel 4.2. Multicollinearity Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	18.742	2.318		8.085	.000		
Green Product Orientation	.284	.071	.312	4.000	.000	.612	1.634
Green Promotion Orientation	.146	.068	.168	2.147	.034	.587	1.704
Green Ethical Commitment	.231	.069	.254	3.348	.001	.641	1.560
Material Sustainability	.259	.073	.281	3.548	.001	.603	1.658

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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Packaging Functionality	.118	.065	.142	1.815	.072	.625	1.600
Environmental Information on Packaging	.267	.072	.295	3.708	.000	.579	1.727

Source:SPSS Data Processing Results 29, 2025

The multicollinearity test results indicate that all independent variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10. This suggests that there is no multicollinearity among the independent variables in the regression model. Therefore, the regression analysis can be conducted without concerns regarding multicollinearity, in accordance with commonly accepted criteria.

Heteroscedasticity Test Results

Heteroskedasticity testing is conducted to examine whether the variance of the residuals is constant across all levels of the independent variables in a regression model. The presence of heteroskedasticity may lead to inefficient and biased regression estimates. In this study, heteroskedasticity was tested using the Glejser method, which involves regressing the absolute value of the residuals on the independent variables. If the significance value of each independent variable is greater than 0.05, it can be concluded that heteroskedasticity is not present in the regression model (Ghozali, 2016).

Tabel 4.3. Heteroskedasticity Test Result (Glejser Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.916	1.584		3.104	.002
Green Product Orientation	.028	.036	.071	.778	.438
Green Promotion Orientation	-.031	.039	-.074	-.795	.428
Green Ethical Commitment	.024	.034	.066	.706	.482
Material Sustainability	-.037	.038	-.091	-.974	.332
Packaging Functionality	.029	.035	.078	.829	.409
Environmental Information on Packaging	-.033	.040	-.076	-.825	.411

Source:SPSS Data Processing Results 29, 2025

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Table 4.3 presents the results of the heteroskedasticity test using the Glejser method. The results show that all independent variables have significance values greater than 0.05, indicating that none of the variables significantly affect the absolute residuals. Therefore, it can be concluded that the regression model does not exhibit heteroskedasticity. The assumption of homoscedasticity is satisfied, and the regression estimates can be interpreted reliably.

Multiple Linear Regression Analysis Test Results

Tabel 4.4 Multiple Linear Regression Analysis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.742	2.318	–	8.085	.000
Green Product Orientation	.284	.071	.312	4.000	.000
Green Promotion Orientation	.146	.068	.168	2.147	.034
Green Ethical Commitment	.231	.069	.254	3.348	.001
Material Sustainability	.259	.073	.281	3.548	.001
Packaging Functionality	.118	.065	.142	1.815	.072
Environmental Information on Packaging	.267	.072	.295	3.708	.000

Source:SPSS Data Processing Results 29, 2025

Table 4.4 presents the results of the multiple linear regression analysis. The findings indicate that Green Product Orientation, Green Ethical Commitment, Material Sustainability, and Environmental Information on Packaging have positive and statistically significant effects on sustainable consumption behavior ($p < 0.05$). Green Promotion Orientation also shows a positive effect, although with a lower level of significance. Meanwhile, Packaging Functionality has a positive but statistically insignificant effect ($p > 0.05$). Overall, the regression results suggest that sustainable consumption behavior is more strongly influenced by product-related sustainability attributes, ethical commitment, and clear environmental information than by functional packaging aspects alone.

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Results of the Determination Coefficient Test (R2)

Tabel 4.5. Determination CoefficientTest Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.714	.705	5.447

Source:SPSS Data Processing Results 29, 2025

Table 4.5 shows the results of the coefficient of determination test. The R Square value of 0.714 indicates that 71.4% of the variance in sustainable consumption behavior can be explained by the independent variables included in the model, namely the dimensions of green marketing orientation and eco-packaging. The remaining 28.6% of the variance is influenced by other factors not examined in this study.

DISCUSSION

The Influence of Green Product Orientation on Sustainable Consumption Behavior

The influence of Green Product Orientation on Sustainable Consumption Behavior (H1a) suggests that consumers are more likely to engage in sustainable consumption when they perceive that products are designed with environmental considerations. Previous studies support this finding, indicating that when companies integrate environmental sustainability into their product design, consumers are more likely to choose sustainable products (Dangelico & Vocalelli, 2020). For practical implications, businesses should emphasize sustainable product development, incorporating eco-friendly materials and ethical production processes. Partial testing revealed a t-value of 4.000 (p = 0.000), which confirms the significance of Green Product Orientation in shaping consumer behavior. These results are in line with prior research (Kumar et al., 2021) which found that green product orientation significantly affects consumer purchase decisions toward environmentally friendly products. Therefore, H1a is supported, highlighting that sustainability in product design is a key determinant of sustainable consumption behavior.

The Influence of Green Promotion Orientation on Sustainable Consumption Behavior

The impact of Green Promotion Orientation on Sustainable Consumption Behavior (H1b) shows that consumers respond positively to brands that promote their environmental values transparently and credibly. According to previous research, effective green promotion can enhance consumer trust and motivate them to support environmentally responsible brands (Kumar et al., 2021). This study's findings align with those of Magnier et al. (2021), who argue that transparent and authentic green marketing communication significantly influences consumers' attitudes and purchasing decisions. The t-value for Green Promotion Orientation was 2.147 (p = 0.034), which indicates a significant effect on sustainable consumption behavior. Therefore, H1b is supported, reinforcing the importance of clear and credible green marketing communication in shaping consumer behavior.

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The Influence of Green Promotion Orientation on Sustainable Consumption Behavior

Green Ethical Commitment (H1c) refers to the consumers' perception of a company's long-term commitment to environmental sustainability. This study finds that consumers are more likely to engage in sustainable consumption when they perceive brands as ethically committed to environmental protection. Previous studies have shown that ethical commitment and environmental responsibility enhance consumer trust and loyalty (Peattie & Crane, 2020). These findings are consistent with research by Testa et al. (2021), who argue that perceived ethical behavior is a significant driver of sustainable consumption. The t-value for Green Ethical Commitment is 3.348 ($p = 0.001$), confirming that it positively influences sustainable consumption behavior. As such, H1c is supported, indicating that ethical commitment is a critical factor in driving sustainable consumer choices.

The Influence of Material Sustainability on Sustainable Consumption Behavior

Material Sustainability (H2a) refers to the use of recyclable, biodegradable, or renewable packaging materials. The study's findings show that consumers highly value the sustainability of packaging materials and are more likely to choose products with eco-friendly packaging. This result aligns with research by Magnier et al. (2021), who found that material sustainability is a key factor influencing consumer decisions in the food sector. The t-value for Material Sustainability is 3.548 ($p = 0.001$), confirming that H2a is supported. Therefore, the use of sustainable packaging materials significantly affects sustainable consumption behavior, reinforcing the findings of prior studies that emphasize the importance of eco-friendly packaging (Rahman et al., 2020).

The Influence of Packaging Functionality on Sustainable Consumption Behavior

Packaging Functionality (H2b) involves the effectiveness of packaging in protecting products, maintaining quality, and ensuring convenience without excessive material use. However, the findings indicate that Packaging Functionality does not have a significant effect on Sustainable Consumption Behavior ($p = 0.072$). This suggests that while functional packaging is important, it is not a decisive factor when compared to other aspects of green marketing and eco-packaging. These results contradict some studies, such as those by Magnier et al. (2021), which argue that packaging functionality can influence consumer purchase intentions, though it is not as impactful as sustainability factors. Since the t-value for Packaging Functionality is 1.815, which is not significant, H2b is not supported.

The Influence of Environmental Information on Packaging on Sustainable Consumption Behavior

The influence of Environmental Information on Packaging (H2c) indicates that clear and credible environmental claims on packaging significantly influence consumer behavior. This finding supports the results of Testa et al. (2021), who demonstrated that eco-labels and sustainability symbols positively affect consumers' environmentally responsible purchasing decisions. The t-value for Environmental Information on Packaging is 3.708 ($p = 0.000$), confirming that H2c is supported. As such, providing environmental information on packaging is an effective strategy for encouraging

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sustainable consumption behavior, in line with previous research (Magnier et al., 2021) that highlights the importance of informational cues in sustainable consumer decisions.

CONCLUSION

This study aimed to explore the relationship between green marketing orientation and eco-packaging with sustainable consumption behavior among organic food consumers in Bandung. The findings indicate that green product orientation, green promotion orientation, green ethical commitment, material sustainability, and environmental information on packaging all have significant positive effects on consumers' sustainable consumption behavior. However, packaging functionality did not show a statistically significant effect, suggesting that, while important, it does not independently drive sustainable consumer behavior when compared to other sustainability cues.

These results align with previous research, confirming that green marketing orientation and eco-packaging are key drivers in fostering sustainable consumption. Consumers increasingly evaluate brands based on their environmental commitments, and eco-packaging serves as an effective signaling mechanism to reinforce these commitments. Green ethical commitment and green promotion orientation are particularly important in building consumer trust and loyalty, leading to greater engagement in sustainable consumption behavior.

This study contributes to the literature by providing a more nuanced understanding of how green marketing orientation and eco-packaging dimensions individually and collectively influence consumer behavior. By breaking down the dimensions of both green marketing and eco-packaging, this research highlights which elements are most influential in promoting sustainable consumption behavior. This study also extends the application of signaling theory in sustainability research, particularly in emerging markets like Indonesia, where consumer behavior is increasingly shaped by environmental concerns.

The findings reinforce the importance of green marketing not only as a promotional tool but as an integral part of a company’s strategy for fostering consumer loyalty and encouraging environmentally responsible choices. Eco-packaging emerges as a powerful tool that helps companies signal their commitment to sustainability, thereby shaping consumer perceptions and behaviors.

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